

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVI. NEW YORK, SEPTEMBER 5, 1906. No. 10.

¶ There are 35,678 R. F. D. routes in the United States, and, omitting New York and Pennsylvania, practically all of them are in the agricultural States of the Mid-West.

¶ 75 per cent of all the R. F. D. routes in the United States are in States within a 500-mile radius of the State of Missouri.

¶ 80 per cent of all the R. F. D. routes emanate from towns of **less** than 3,000 (500 homes) population.

¶ **Think of that** — 80 per cent starting from towns of **less** than 500 homes.

===== OUR BOOKLET =====

Population and Circulation

gives a complete analysis of Rural Free Delivery routes and service in 15 leading States and other information that should be of interest to advertisers. A request on your letterhead will bring a copy **free**. Please address Adv. Dept.

THE WOMAN'S MAGAZINE

ST. LOUIS, MO.

SEPTEMBER

15

**ADVERTISING COPY INTENDED
FOR THE FORTHCOMING BOOK,
"NEWSPAPERS WORTH COUNTING,"
OUGHT TO BE RECEIVED AT THIS
OFFICE BY THE ABOVE DATE.**

NEWSPAPERS WORTH COUNTING, which will be sold for a dollar, will tell all that can be known of the editions printed by the (about) eight thousand publications that issue regularly more than a thousand copies. It gives a synopsis, an epitome of the substance of sixteen years of gleanings culled from publishers' reports and the opinions of competitors and others interested in obtaining the peculiar sort of knowledge here referred to. The book, however, will not attempt to designate or measure the quality or extent of that sort of character or virtue that makes a thousand copies of one paper worth to an advertiser as much or more as ten or even more than a hundred thousand copies of another. With that subject the forthcoming book invites the publishers themselves to deal, and as their arguments will be bids for advertising patronage and possess advertising value, they are to be treated as advertisements and charged for as such.

*A prospectus will be sent anyone upon request, in which
the terms of advertising are clearly stated. Address*

PRINTERS' INK PUBLISHING CO.

10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVI.

NEW YORK, SEPTEMBER 5, 1906.

NO. 10.

FACTORY STORIES.

A FORM OF ADVERTISING LITERATURE THAT HAS NEVER BEEN DEVELOPED—THE AMERICAN PUBLIC LOVES INFORMATION ABOUT PROCESSES AND PRODUCTS, BUT FEW MANUFACTURERS GIVE IT IN ATTRACTIVE FORM—FACTORY STORIES NOT EASY TO WRITE—MAY BE USED NOT ONLY FOR CONSUMERS, BUT ALSO TO HELP CLERKS AND DEALERS SELL GOODS.

The manufacturer of to-day gives a good deal more attention to the public's curiosity in his product, his plant and his processes than did the manufacturer of ten years ago. Information covering these points now forms a staple in advertising. Often a manufacturer's whole claim for superior goods, purity, cleanliness, reliability, etc., rests upon technical information set forth in his advertising.

But the factory story hasn't by any means been developed to the point where it will ultimately be carried. Not enough manufacturers employ it, for one thing, and those who do tell a factory story often fail to tell it well. There is a peculiarly typical form of booklet that manufacturers like to publish and distribute to the public, under the impression that they are describing their plants and methods. It has views of the factory in oil-chromo color work. The text is dryly technical. Vital facts about the business are scattered haphazard through the various pages, and sometimes spotted on the cover. It is a sort of commercial Christmas card, costing lots of money, and the manufacturer usually considers it hot

stuff. A trained writer accustomed to gathering technical information for the Sunday papers would instantly point out to him the interesting points he had missed altogether. The average factory story, in fact, as written according to the manufacturer's own ideas, fails to be good reading matter. He is not the man to say how it should be written, because he is too close to his own business to see the points that will interest the public. Just as there are innumerable little details about his products that make them better than imitations, so there are little technical details in the writing of an effective factory story. He needs a good manufacturer in that line, and then, having set him at work, should let him alone.

Who is the competent man? One of our friends that writes the Sunday newspaper stuff? A journalist?

No, probably not. The daily newspaper writer is usually too superficial, too given to looking for the merely wonderful, and not well enough grounded in technical information. He can cook up stuff that entertains, but the object to be accomplished isn't altogether entertainment. The diet of an ideal factory story must also be filling, so that the reader will have something definite left when he lays it down, and be not likely to forget what factory he went through, and what he saw.

Shall the scientist or technical writer produce it?

No—worse than ever. Writers of this school are usually heavy and indigestible. No brand of literary baking powder beneath the sun will put lightness into

the stuff they produce, which is all impartial and lacks human interest and feeling.

Who *can* write the effective factory story, then?

That's a difficult matter to settle—perhaps it is the reason why there are not more good factory stories.

In the whole country there may be a half-dozen writers of straight advertising who could do it acceptably. If, for example, the mind of a writer like Charles Austin Bates could be centered on a factory, its processes, its product, you could be morally certain that what he wrote would have precisely the qualities needed in advertising of this sort. The past few years Mr. Bates has rather dropped out of sight, and it has become the fashion with younger men to refer to him as "the last of the experts." One or two of the bright young men who once worked on his staff have since admitted, rather reluctantly, that they wrote pretty nearly all the stuff that went out over his signature. But if anyone interested in good advertising copy will turn up the files and see what sort of stuff Charles Austin Bates really wrote, he will find an element of magnetism and charm, coupled with logic and advertising vigor, that nobody is approaching to-day—not even the young men who assert that *they* wrote it. Mr. Bates always had a profound disbelief in his own ability. Once he started an advertising school, and it was his opinion that he could take any clean, industrious young man and teach him to write as good as he did himself. But he never did it.

There may be, too, as many as a half-dozen magazine writers who could produce a factory story of value. Some of the monthly publications print semi-technical articles from time to time that have almost the advertising quality, and which contain picturesqueness and magnetism, with solidity of knowledge, and earnestness, that would be precisely the thing to hitch to a business motive in a

production of this kind. *McClure's Magazine* has rather led the whole field in these strong technical stories.

A third place the manufacturer might look would be among the trade journals in his own industry. Some trade papers have about as much charm as the market pages of a daily paper, and the typical trade journal writer, when he is technical, beats even a manufacturer at being dull in presenting his subject. But here and there in many departments of the specialized press is a man who has never permitted technical knowledge to stifle his native interest in the subject, or his capacity for wonder. The manufacturer who can pick out such a writer ought to talk with him concerning the possibilities of making a good article about his business.

What qualities ought a good factory story have?

That depends on what it is needed for. There are two distinct classes whom a manufacturer may reach through such a piece of literature. First, the great big public, the consumers; second, the smaller public that sells his goods—retail merchants and clerks.

A factory story for the consumer ought to leave out a lot of things that usually get into such literature. When your budding, voluminous adwriter is brought face to face with the wonders of a new breakfast food, for instance, he is usually mightily impressed with the fact that the wheat it is made of grows outdoors in far away Minnesota, or Kansas, or some other State, and that it is watered by real rain, and warmed by the sun, and fanned by the breezes, and all that poetic kind of tommyrot and commonplace. The fact that the manufacturer personally selects each grain himself also impresses him, and he usually throws a wordy fit when he finds out that wheat contains gluten. What is of real importance to anyone who is going to eat this new breakfast food, however, is the process by which

seven kinds of brass tacks, pebbles and sand are taken out of it before it is cooked, and the polish it gets in the cleaning process, and the automatic method by which it goes through the whole factory without being touched by human hands.

Some of the best food products in this country are made by manufacturers who are veritable old grannies for details of cleanliness. Where soups are canned, for instance, some manufacturers make their own cans on the premises, and not only inspect every sheet of tinned iron, but actually have each one wiped clean twice before it is cut. In soldering, too, there are all kinds of costly wrinkles the public knows nothing about. If you buy a can of Underwood's deviled meats, for instance, you have what is called a "drawn container—a can with bottom and sides stamped out of one piece of tin, so that when the thin top is cut off with a knife every bit of solder is thrown away and the meat remains in a jointless little tin dish, with never a seam to poison anybody. But a manufacturer usually says "Best by test" on his label and thinks that everybody recognizes such points of care and cleanliness and safety when he buys a can.

The best table salt in the United States, it is said, is a brand packed by the Diamond Crystal Salt Co., St. Clair, Mich. It is called "Shaker Salt," and has the merit, rare in table salt, of always flowing out of the cellar. Lately this company has advertised its product in the women's magazines, offering a sample free on inquiry, and also stating that a booklet descriptive of the salt will be sent. A recent advertisement was so implicit in its statements about this booklet that one of PRINTERS' INK's young men got all worked up about it:

When you read the booklet we will send you (it said) you will see why Shaker Salt is so much more healthful than common salt.

You will see how our salt is "proved best by government test," for we will send you a resumé of the government

tests based on analyses of various brands of salt.

We make the *only* salt which is free of gypsum—sulphate of lime, a dangerous impurity, which often causes serious disorders of the Liver, Kidneys and Spleen, because your system can neither assimilate nor expel gypsum.

Our salt is made by our own *exclusive process*—the only process which removes the impurities with which all salt is contaminated as it comes from the earth.

A sample was sent for, and the salt proved to be all that was claimed. But the "booklet" was only a small four-page folder that told nothing about the process, or how the salt was "proved best by government test," or why it is not well to have sulphate of lime, chloride of lime or chloride of magnesium in your table salt. It said nothing about how Shaker Salt was freed from moisture, and in fact told a story as dry as the salt itself—reminiscent of a chemist's report, and covering the essential points far less adequately than they were covered in the ad. Here is where a live factory story should have come in.

Everything the public eats, wears and uses, all the household commodities, all the manufactures of textiles, metals, wood, etc., have their factory stories. This is a materialistic nation. The American may be shy on appreciation of art, literature or music, and brusque in his manners, and even talk through his nose to the extent the British humorists assert he does. But you seldom find an American who isn't interested in how things are made, and what they are made of, and where the quality and extra expense to himself come in. He will sit up late to read this sort of information when it is well presented. Yet very little of it has been given to him in attractive shape.

This is a branch of advertising that must some day be worked by manufacturers to great profit. We have lately had loud protestations from canners and packers because the United States government, in a spirit of helpfulness, had the good sense to send a social settlement worker out to

inspect the Chicago stockyards. Had the few dozen manufacturers of *good* canned stuff been distributing information about their methods, their plants and their products the past five years, this blow that almost killed father would not have hit them half as hard. The manufacturer will move heaven and earth to get a dozen visitors into his plant. He will run free trolleys, give free lunches, set up demonstrating booths in far off places. But the resources of printed words and pictures for accomplishing the same thing with hundreds of thousands of people, and at infinitely less cost, he has never developed at all. He considers that he has gone about far enough in print when he gets a State agricultural chemist to assert that his stuff is all right, never giving a thought to the fact that next week the chemist of some other State may damn him in a blanket denunciation of all canned goods.

One day when the recent food exposure rumpus was just sprouting a woman in Brooklyn sat down and wrote to a company in New Jersey making the brand of condensed soups she used. In the simplicity of her heart this woman asked if their stuff was pure. The president of the company got her letter. It must have been the first letter of this sort he had ever received. The idea of a woman in Brooklyn buying his goods regularly and wanting to know if they were really pure seemed to set loose a literary faculty way down deep in his soul. He called in a stenographer and dictated to that woman a fatherly letter on methods, care and purity that was a human document. It had simplicity, sincerity and convincing quality that no advertising writer could ever have put into it. There is no doubt but it stillled any remaining doubts of the woman in Brooklyn. But when it had been mailed it never occurred to this canner that thousands of other women might be asking the same questions, and his letter never got into print.

Factory stories for retail clerks

are as important as those for the public, but should be of different character. The clerk is the last man to handle a manufacturer's goods, and the most direct human link between him and the consumer. Yet he is probably more thoroughly neglected by advertisers than any other link in this long chain. A manufacturer will mail literature to the retail merchant to wake him up and lead him to buy stock, but he won't write the retail clerk a letter once in a blue moon, or send him literature. The drummer doesn't talk with the clerk, and his boss hasn't time. So that about all the information the clerk has concerning a certain line of goods is what he puzzles out for himself.

Factory stories for the clerk ought to take him through the plant in charge of a good salesman, and show him not only how the stuff is made, and its wonderful side, and picturesqueness, but also its *talking points*. A retail clerk is usually a good talker, but you have to give him the material to talk with, ready-made and predigested. If he were able to study goods and develop strong arguments for them, he wouldn't be a retail clerk very long, but would go on the road or become a sales-manager. He has too, it must be remembered, a large stock to study, so that he can't give much time to any one article. If you want to come right down to brass tacks, it is just as important to the retail clerk to be posted on the good points of your competitor's stuff as on your own. He is a distributor, not a missionary. The manufacturer who gets the first word with him in the shape of an illustrated booklet containing a factory story, covering all the vital details and giving selling arguments in brief sentences that can be memorized and used on customers, is going to gain a tremendous advantage in his field. By gaining the confidence of the clerk and providing him with ammunition he can convert him from a lukewarm understrapper to a genuine salesman.

When the manufacturer has

found his right man, and the factory story for consumer, or clerk has been written in a vital, logical, entertaining way, he should then look for an illustrator who can tell the story all over again in pictures. Illustration has become a wonderful art since the half-tone was developed and new magazines began to spring up. The way a trained illustrator will develop a story of this character, and bring out all the essential points, is little short of marvelous. This illustrator may work with a brush or a camera, or both, but if he is a good man he will produce something that can be printed over and over in editions of a half-million, and distributed by mail and through dealers until the last man, woman and child in the country has a copy. The right sort of man will illustrate such a story so vividly that it will be almost safe to send out the pictures alone. Like the writer, however, this illustrator is a rare bird. Both have to be paid well. But their joint product, when finished, can be printed on cheap paper and will carry its message more surely than any oil-chromo production that was ever pieced together at great expense for paper and presswork and sent out under the impression that it told something important.

THE fine pictures of childhood appearing recently in Ivory Soap advertising have been made the basis of a handsome booklet for mothers "How to Bring Up a Baby," by Elizabeth Robinson Scovil, which gives not only directions for bathing, but information concerning diet, sickness, dress and hygiene.

Don't promise yourself that you will begin advertising when orders slacken. You won't, you will feel too poor and, besides, it will be too late. The time to advertise for work for the rainy day is now.—*Selling Magazine.*

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

HIGH WATER

Marks in circulation
don't tell enough. The
yearly average is better,
but best of all is the
statement of circulation
for each and every day
of the preceding month
printed in every issue
of The Chicago
Record-Herald.

To make money in Iowa, advertise in

The Des Moines Capital

The CAPITAL has a record of results unequalled in the advertising history of Iowa. No advertiser ever fails to use the CAPITAL except on account of lack of information or on account of misinformation concerning the Des Moines newspaper field. The CAPITAL is first in everything in Des Moines and Iowa. The city circulation is guaranteed to be not less than 4,000 greater than that of the CAPITAL's nearest competitor. The advertising rate is 5 cents a line, flat. **Total circulation over 40,000.**

EASTERN OFFICES:

NEW YORK,

CHICAGO,

166 World Building. 87 Washington St.

LAFAYETTE YOUNG, Publisher.

THE GOLD MARKS.



One of the first of this year's claims for the Gold Marks, which will come up for consideration before the 1907 edition of Rowell's American Newspaper Directory goes to press, was received from the Kansas City *Star*, and is printed below. Every year a number of such claims are received from publishers who believe their papers possess the requisite requirements. Each is given careful consideration, and those papers which make out a good case are accorded the Gold Marks when the Directory is issued.

The Gold Marks are highly prized by the publishers who possess papers of high enough quality to secure them. This is evidenced by the fact that forty publications value the symbols sufficiently to make it known through PRINTERS' INK's advertising columns that they are members of the "Golden Brigade."

The meaning of the Gold Mark (◎◎) symbol follows:

(◎◎) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

KANSAS CITY, MO., Aug. 16, 1906.
Editor of Rowell's American Newspaper Directory.

Any reader of Western newspapers who examined the list of admirable journals which Rowell's American Newspaper Directory has grouped under the "gold symbol" is certain to regard the selection as incomplete because it does not include the Kansas City *Star*. Doubtless the unquestioned supremacy of the circulation of the *Star* would be the first reason for his surprise in noting the omission, for he would be accustomed to seeing the *Star* everywhere in Kansas City and within Kansas City's commercial field, and to hearing it quoted on all sides as news authority for that territory. But if he were to consider the case with reference to the subtler and less visible qualities required by the "gold symbol" he would be still more puzzled by the absence of the *Star* from the otherwise radiant constellation.

The *Star* is not disposed to concede, as a primary proposition, that its notably large circulation is of a kind to warrant a considerable discount in order to arrive at a reasonable esti-

mate of the proportion of that circulation in which the advertising columns are read. There may be circulations of that unsubstantial and deceptive sort, but the *Star's* is not among them, and for reasons that may be easily comprehended. If a newspaper has a value to advertisers greater than its mere press count indicates, that added value must depend on the reader's taste for it and confidence in it. The first and most important evidence of this relation between paper and reader is actual paid circulation—the circulation delivered by carrier, day in and day out, not dependent upon spasmodic attention or special appeals to interest. Such a circulation cannot but indicate a preference for the newspaper attaining it, and, the larger it becomes, the greater proportionately must be the paper's influence, because with each increase of circulation it becomes, more and more, the ready reference, the spokesman, the authority, for every neighborhood.

Compared with the total number of copies of the *Star*, for which ten cents a week is paid, the number sold on the streets and from newsstands, for two cents a copy, is smaller than that of any other newspaper printing anything like the quantity the *Star* prints. A long established purpose, faithfully adhered to, has brought about this state of things—the purpose of securing regular and permanent circulation, instead of casual and haphazard. The *Star* goes direct to the homes every day, not only in Kansas City but in every city and town in its great and prosperous field, to say nothing of its utilization of the Rural Free Delivery. The *Star* has no "circulation schemes" except the one of incessantly and vigilantly engaging the attention of new readers in a community and region in which new homes are constantly and numerous springing up. It may, or may not, be a peculiarity of the *Star's* circulation, but any way it is a fact, that every subscriber is in direct touch with the publication office. His complaints are promptly heeded. If he stops his paper, the reason is ascertained, but if the reason is decisive the paper does not go to him again until he renews his subscription.

It is unimaginable that a reading constituency so carefully supervised has not a much better value, in proportion to its mere numbers, than one depending upon chance sales, coupons, sensations, comic supplements, free distributions and intermittent opportunities. Twice each day the *Star* delivers, in Kansas City, more papers than there are houses in the town; it never issues extras except as an accommodation to its readers, without purpose of profit; its paid in advance mail subscriptions (including the Kansas City Weekly *Star*) make it the largest Kansas City customer of the postoffice.

The *Star* is more easily and thoroughly read than any other daily newspaper because the reader need not sift the new matter from the old. Its

wholly unique twice-a-day plan of publication has been made irrevocable by five years of successful operation. In 1901 it split the paper into two distinct issues: (1) a complete new morning newspaper (for convenience called the *Times*) containing no news that was printed the afternoon before; (2) a complete new evening paper containing nothing that was printed in the morning. The night's news and the current day's news are preserved separately, but circulated in perfect unison, for a single subscription. This plan has been attempted by no other newspaper and is impossible for even approximate attainment by any paper which has a less perfectly organized system of home delivery than the *Star* has. Every other newspaper, aspiring to completeness, must compel its readers to disentangle the morning news from that which he read the evening before or to rescue the evening news from among the mangled remains of what he had read in the morning. From the point of view of the advertiser, the *Star's* plan has easily perceptible merits. It requires two scannings of the paper each day, and it lessens the time required for a satisfactory reading of each part, so that the advertising announcements are not overlooked by reason of mere haste. It also leaves precious little time for the reading of other newspapers.

For a morning paper, an evening paper and a Sunday paper, thirteen complete newspapers a week, the *Star's* price is ten cents a week, the same that it was when it was founded in 1880, with four small pages delivered six times a week. The price to the reader was not increased when, in 1889, it enlarged its pages and increased their number; nor in 1894, when it added a Sunday edition; nor in 1901, when it secured a night Associated Press franchise and established its present twice-a-day and Sunday plan, requiring the regular issuance each week of more pages than any other newspaper circulates within the same time, though each issue remains compact and serviceable.

If the *Star's* business methods have thus consistently centered upon the one purpose of making its readers regular, permanent and contented, the editorial conduct of the paper has been no less definitely focused upon the satisfaction and betterment of its constituency. In every public measure affecting the welfare of Kansas City and of the great commercial territory of which Kansas City is the center and market place, the *Star's* advocacy and leadership has become the expected and accepted thing. Nor is this policy a matter of watching weather vanes and noting the currents of popular favor. Often the *Star's* campaigns have been fought for years in the face of what seemed almost irresistible unpopularity. This was true in the long battle for parks and boulevards, the final outcome of which is the unflinching source of surprise and congratulation on the part of the city's visitors.

A year or two ago Philadelphia awoke to the fact that the fame of its enormous Fairmount was small compensation for the lack of scattered parks and playgrounds and parkways. It set about, with characteristic thoroughness, to study what other cities had done which might be of value as examples. The result was a report containing a complete exposition of the park and boulevard systems of America. It showed that only one city possessed a park and boulevard system in actual existence and every-day use, comparable in comprehensiveness, beauty and utility, with that of Kansas City—that one city being Boston. Incidentally it revealed also that Kansas City has the largest single park in the nation, next to Philadelphia's own beloved, but not altogether sufficient, Fairmount. To the *Star's* foresight and endeavor this noteworthy achievement is unanimously accredited—even by the paper's enemies. For the *Star* is not without enemies; they are among the most painstaking and careful readers; a small but devoted band which always may be depended upon to emphasize the wisdom of its policies by their opposition.

The newspaper that can transform opposition and indifference into the spirit that accomplished such a tremendous work as the Kansas City park system and continues to develop broad and great things upon the same civic lines, must stand very close to its readers. As with the parks, so has it been with many things, less notable in degree only, all requiring the confidence and co-operation of the community for their achievement. The great Convention Hall, the largest public auditorium in America, it suggested, planned and made possible; the Free Public Baths, it similarly promoted; every progressive measure regardless of its origin has had its hearty co-operation. In 1898, just before the beginning of the Spanish-American war, its appeal for help for the Cuban reconcentrados met with such a prompt and generous response that the first trainload of supplies, sent within two weeks of the original call, required thirty cars and the full consignment made necessary the chartering of a steamship to carry it across the Gulf. Independent in politics, the *Star's* strength is invariably cast with the municipal candidates whose election seem best for the city's interest, and the result of this policy is shown in the fact that, since the *Star* became a factor in local elections, no study of the electoral results can determine whether the vote of Kansas City is, naturally, Democratic or Republican. In 1904, the *Star's* political independence was strikingly exhibited. It warmly supported the Republican candidate for President, the Democratic candidate for Governor of Missouri and the Republican candidate for Mayor. All three were elected and all three carried Kansas City.

Space here unavailable is required to list even the more important meas-

ures, causes and propositions which serve to show the confidence of the *Star's* readers in the judgment and leadership of the paper. There are other indications, not public or conspicuous, which are no less convincing, in an inquiry which seeks to establish the degree of thoroughness of the relation between a newspaper and its readers, a relation which must extend to every phase of the paper's influence and cannot but be potent in giving strength to the advertisements it carries, and, by carrying, sanctions.

In so far as can be determined from comparison, the *Star* receives more personal letters from its readers than any other newspaper or periodical. In its columns it answers more inquiries than any twenty other newspapers. The questions it systematically answers, by mail, far outnumber those replies to which appear in print. Several departments cover the details of this carefully conducted bureau of information, the scope and magnitude of which the readers have been carefully encouraged to extend until the *Star* is the recognized reference authority in the Great West.

My argument has been devoted entirely to demonstrating the intimacy, the closeness of relation, existing between the *Star* and those whose abundant support makes it a peculiarly advantageous medium for advertisers. This loyal intimacy, I maintain, must, if anything can, supply the quality, additional to the force of mere circulation, which is essential to the test applied in awarding the Gold Mark distinction. So I have devoted no space to asserting the *Star's* merit as a general newspaper, though that is, of course, the fundamental quality upon which everything else is based and sustained. From the first the *Star's* constant and tireless devotion to its constituency has been the basis for its merit which has been steadily enhanced in free accord with its increase of revenue and with a propensity for the intelligent expenditure of money. Nor have I dwelt upon the practical evidence of the value of the *Star* as an advertising medium contained daily in its own columns. Every established advertiser in Kansas City uses the *Star's* space freely and continuously—so freely and continuously that, in the case of those who systematically expend the largest amounts, virtually their whole appropriation for advertising is applied in the *Star*. Experience has demonstrated that the paper's space is essential to the welfare of any Kansas City institution dealing directly with the public.

Finally, I may recall, that, long ago, PRINTERS' INK itself stamped "Sterling" on the *Star's* circulation. The very first of the Little Schoolmaster's famous and much prized silver sugar bowls was awarded the *Star* in 1800, as a result of a detailed inquiry into the rival claims of the front-rank newspapers in the West, because it was found to give the best service to advertisers of any daily published west

of Chicago—a big field that, and well newspapered!

Yours truly,
THE KANSAS CITY "STAR,"
Aug. F. Seested.

MAGAZINE NOTES.

Frank A. Munsey has got back from his all-summer tour through Europe.

A false report that the *Pilgrim Magazine*, Detroit, had suspended publication, is denied by A. H. Finn, the publisher, who says this monthly was never more alive.

A swindler claiming to be a subscription canvasser for the *Woman's Home Companion*, by name E. P. Strong, alias Girard, was recently sent to the penitentiary for six months from Lyons, N. Y.

The staff of *Everybody's* new weekly has been strengthened by the addition of Horatio R. Reed and Rufus French. Mr. Reed formerly represented the *Review of Reviews* in Chicago, and Mr. French had the Chicago office of *Scribner's*.

The new mechanical building for *McClure's Magazine*, being built in Orchard street, Long Island City, is of reinforced concrete, and when finished will be virtually one block of artificial stone, four stories high and absolutely fireproof.

The *Washington Magazine*, of Seattle, has been reorganized, with Professor Edmond S. Meany as president, A. B. Stewart, vice-president, Maurice McMicken, treasurer, Mrs. J. C. Haines, secretary, and Charles F. Bishop, Jr., business manager.

Now Funk & Wagnalls announce a new magazine, to be called the *Circle*, its first issue appearing in January. A monthly, it will have fiction, descriptive articles and twenty-five regular departments dealing with home life, sports, business, music, etc. Eugene Thwing, many years advertising manager of the Funk & Wagnalls Co., will be both editor and business manager. It will be illustrated and sell at fifteen cents.

MEN AS FOOD CRITICS.

One of the best known anecdotes of advertising relates how a certain five-volume cook-book succeeded handsomely in the sporting section of the *New York Herald*, where it was inserted by mistake, but met with flat failure in the woman's section.

Most food products and many kitchen conveniences of real importance are frequently "spotted" first by the observant head of the house. Men have a roving eye for certain masculine favorites of diet. Mince-meat for instance is a word to make a man's mouth water reminiscently, and you hear him say, "Dear, why don't you get some of this Mother's Own Mince-Meat?" Or, if old fashioned cookies were advertised in the sporting section of a publication, they would probably get talked about at home more than if they were run in the woman's pages.—*Junior Everybody's*.

THE VALUE OF HUMBUG IN ADVERTISING.

What did Barnum really mean when he said that the American public liked to be humbugged? Was he in the same frame of mind as Vanderbilt when the latter said "The public be damned?"

No, Barnum meant that the public liked to be hoaxed—that it would resent a swindle, but would even pay for a good hoax. Amusement, diversion, food for speculation and laughter bring their price in all ages. Creators of illusions, tricks in legerdmain, etc., never lack a profitable following. Barnum recognized that the element of hoaxing could not only be employed to advertise his show, but that people rather admired a man who could cleverly hoax them, and would usually prefer him to a serious-minded, entirely literal and somewhat painfully honest showman.

There is a genuine value to humbug in advertising when the advertiser knows how to use it, and where to stop. There is also an element of misstatement and deception in some very serious advertising, when you know the inner facts, and despite the old saws about honesty being the best policy, and never stating anything but the truth in your ads, etc., some of the most eminent advertisers go right along year after year telling trade fibs, and the public never seems the wiser.

An instance of harmless humbug in advertising was that of the haberdasher who attracted attention in a dull season by making extraordinary claims for his wing collars. These collars were made with a tab sewed on instead of being merely the end of the collar turned over, and the haberdasher asserted that because the "grain of the cloth" was reversed, the tab would wear twice as long as any wing collar made the old way. To prove his claims he gave every man who bought a half-dozen collars a little box containing a marking pen and a bottle of indelible ink. "Mark your collars

every time they go to the laundry and compare them with others," he said on his window cards. The window was piled full of bottles and collars.

A young man who knew this merchant, and had some pretty serious ethical notions about advertising honesty, asked him one day if his new-fangled wing collars really wore twice as long as others in all cases. He was a young man with whom the haberdasher felt obliged to be frank.

"Why, no—not in *all* cases," was the reply.

"Do they in *most* cases?"

"No, they don't—in fact, I don't believe they do in any case."

"Well—but here!" said the young man, "do you mean to tell me your wing collars will not wear *any* longer than others?"

"They won't wear a bit longer, and perhaps some won't wear as long, if people are not careful of them."

"But don't customers mark them and find out?"

"Never knew one to do it yet," was the imperturbable reply. "This little bottle of ink is cheap, it carries our ad, and most people fancy they would like to have it. We give it out as a novelty, and people take it home, and the whole thing makes a nice talking point in the dull season."

Where humbug creates advertising interest, and is harmless, the most reputable business houses often employ it. Indeed, the necessity for making good "talk" about goods that are often prosaic enough in themselves will lead an advertising writer to use humbug unconsciously. Many of the pretty stories and reasons that bolster up special sales, for instance, are either pure fiction or based on imaginary circumstances. Between the picturesque story and the literal, dull truth, the former will always pull the best returns.

Humbug frequently goes deeper. In the department store business "job lots" are regarded as a reproach. A house dealing in "jobs" has frequent sales of goods that, for some reason or other—

usually a defect—have been picked up cheaply. "Jobs" are prontable, and stock is turned much more quickly than where a dignified house sticks to straight merchandise of high grades. Yet some stores throughout the country, famed for the originality and force of their advertising, regularly combine "job lots" with straight merchandise, talking about the quality of the latter and unloading the former. To read the advertisements of such a store, setting forth the "policy of the house," you would get the impression that everything in its shoe department, for instance, had been made of hides specially selected by the head of the firm from cattle that were reared on the ranges, with the knowledge that some day they would contribute these very hides to that very house to make shoes better than any other house could obtain, and thus maintain its "established policy." The sincerity of such advertising is usually impressive enough to move one to tears. But under the cover of such talk the house moves "job lot" shoes that are off-color in some way, and though cheap in price, may not give a fair return of service for the money. And yet such stores go on year after year, and this element of humbug in their advertising not only pays, but is never found out by the public, and seems to be better advertising argument than anything else they could get.

So, when Barnum said that the American people liked to be humbugged, he knew what he was talking about. Humbug to him meant the element of interest that would get people in at fifty cents apiece to see a show that was worth a half a dollar. Advertising is the interest that gets people in to buy goods. It ought to be honest. It *has* to be honest up to a certain point. But the most unimpeachably honest advertising that ever was could not bring the public in if it was dull. Therefore, many advertisers feel that, if a point has to be stretched for

the sake of interest, they had better just stretch it as far as it will go safely, whether it is in the matter of the story that explains how the goods were obtained, or in the difference between the price that was and the price that is, or in the claims made for quality, or whatever other detail. To the man who has regarded advertising chiefly in theory, this may come in the nature of a shock. But it is the truth, and no one will admit the real place of judicious humbug in advertising so quickly as the man who knows practical advertising and practical merchandising.

WHY "VENUS?"

NEW YORK, Aug. 28, 1906.

Editor of PRINTERS' INK:

The "Venus" pencil has been referred to in two previous issues of your valuable paper, and we beg permission to add one word of explanation to the question asked by your last correspondent as to why it was called the "Venus" pencil, and whether it was because "she wrote with her feet."

We called this the "Venus" pencil because the Venus de Milo represents a certain perfect height reached by a wonderful sculptor—and in its own way unapproachable.

We, the manufacturers of this pencil, believe in all modesty that a certain perfection has been attained in the manufacture of the "Venus" pencil, which, in its way, can never be surpassed by any other maker. Hence the name "Venus," the perfect production.

Yours very truly,

FRANK DREW.

Advertising Manager of American Lead Pencil Co.

THE DAILY PAPER IN THE COUNTRY.

"The rural free delivery has done much to purify politics because it has brought the daily press to the farmers. When I began my work, nearly four years ago, fifty-one out of the one hundred and twenty patrons took no daily paper. To-day all but three take dailies. When I started out I tried to get every man on my route to take a daily, now I should like to see every one take two or more dailies, and indeed, thirty-three of my patrons do so. I predict that inside of three years nearly all the farmers will read two or more dailies.—C. N. Adams, President of the Rural Letter Carriers' Association of Iowa.


ADVERTISING is not merely attracting the reader; advertising is convincing him. A man is not going to spend his money on a phrase or a funny picture. He wants facts. And a woman wants figures—prices!—*Montreal Star*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

Montgomery. Journal, *dy.* Aver. 1905, 8,677. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1905, 6,881. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

KANSAS.

Fort Smith. Times, *dy.* Act. av. 1905, 2,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,963.

CALIFORNIA.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,549.

Oakland. Herald. Average May, 1905, 19,552. At. June, 1906, 22,010. Largest cir. in Oakland.

Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.


San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,127; May, 1906, 1,700.

San Francisco. Sunset Magazine, monthly, literary, two hundred and eighty pages, 53¢. Circulation 1904, 48,916; year ending Nov., '05, 59,416. J. L. McCormick, 120 Jackson Boulevard, Chicago, Illinois, Eastern representative. William A. Wilson, 44 East 23d St., New York City, New York representative. Home Offices, 431 California Street.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926; for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. Aver. for 1905, 44,320; *Sy.* 60,104. Average for July, 1906, *dy.* 54,202; *Sy.* 78,682.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, *dy.* Aver. for 1905, 5,022. E. Katz, Special Agent, N. Y.

Bridgeport. Evening Post. Sworn daily av. 1905, 11,025. E. Katz, Special Agent, N. Y.

Bridgeport. Telegram-Union. Sworn daily av. 1905, 10,171. Wants one cent a word.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578.

New Haven. Evening Register, daily. Actual av. for 1905, 15,711; Sunday, 11,311.

New Haven. Palladium, *dy.* Aver. 1904, 7,857; 1905, 8,656. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1905, 16,209. 1st 3 mos. 1906, 16,485. E. Katz, spec. Agt., N. Y.

New London. Day, *ev'g.* Aver. 1905, 6,109; 1st 6 mos. 1906, 6,063. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average year ending Dec., 1905, 3,170. April, etc., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1904, 5,550; 1905, 5,920; Nov., 6,583.

Waterbury. Republican, *dy.* Aver. for 1905, 5,648. La Coste & Maxwell spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 25,550 (©).

FLORIDA.

Jacksonville. Metropolis, *dy.* Av. 1905, 5,950; 1st 4 mos. 1906, 9,407. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Journal, *dy.* Av. 1905, 46,054. Sunday 47,998. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 51,977; semi-wk., 4,221.

Atlanta. News. Daily aver. first six mos. 1906, 34,668. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn aver. first six mos. 1906, 62,396 & covers monthly beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta. Chronicle. Only morning paper. 1905 average, 6,048.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first six months of 1906, 6,245.

Chicago. City edn. Daily average first six months 1906, 1,529.

Champaign. News. First four months 1906, daily, 3,076; weekly, 8,446.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Ledger Co. Average for 1905, 4,100 (©).

Chicago. Farmers' Gazette, weekly; \$3.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago, Dental Review, monthly. Actual average for 1905, 2,745.

Chicago, Examiner. Average for 1905, 144,806 copies daily; 75% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.


Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Farmers Voice and National Rural. Actual aver., 1905, 20,700, Jan., 1906, 42,460.

Chicago, Inland Printer. Actual average circulation for 1905, 13,866 (©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed \$5,130 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 139,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending March, 1905, 50,556. Current average in excess of 60,000.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year ending July 17, 1905, 6,246.

Peoria, Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA

Evansville, Journal-News. Ar. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1905 av., 156,250 semi-monthly; 70c. a line. Write us

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,890.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,445; weekly, 2,597.

Richmond, The Evening Item, daily. Sworn average net paid circulation for 1905, 4,074; six months ending June 30, 1906, 4,262; for July, 1905, 4,525. Over 3,300 out of 4,300 Richmond homes are regular subscribers to the Evening Item.

South Bend, Tribune. Sworn daily average. July, 1905, 7,358. Absolutely best in South Bend.

IOWA

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,314.

Davenport, Times, daily aver. June 12, 021 Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 29,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,434.

Des Moines, The People's Popular Monthly Actual average for 1905, 182,175.

Sioux City, Journal, daily. Average for 1905, 24,961. Average for first six months, 1906, 29,045.

Sioux City, Tribune, Evening. Net sworn, daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS

Hutchinson, News, Daily 1905, 3,485. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 3,578; weekly, 8,180.

Pittsburg, Headlight, dy. and wy. Actual average for 1905, daily 5,250, weekly 8,278.

KENTUCKY

Lexington, Leader. Ar. 1905, avg. 4,694. Sun. 6,163; May, dy. 5,865. Sun. 6,965. E. Katz, S. A.

Marion, Crittendon Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro, Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro, Daily Messenger. Sworn average circulation for 1905, 2,471; June, 1906, 3,415.

LOUISIANA

New Orleans, Item, official journal of the city. Ar. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Ar. cir. Jan. 1 to June 30, 1906, 25,195.

MAINE

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,572.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455, weekly 29,117.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).

Phillips, Maine Woods and Woodsman, weekly J. W. Brackett Co. Average for 1905, 8,077.


Portland, Evening Express. Average for 1905 daily 12,005. Sunday Telegram, 8,428.

MARYLAND

Annapolis, U. S. Naval Institute, Proceedings of q; copies printed ar. yr. end'g Sept. 1905, 1,627.


Baltimore, American, dy. Ar. first 6 mo. 1906, Sun., 85,148; d'y, 67,714. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For July, 1905, 70,818.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Globe. Average 1905, daily, 129,584. Sunday, 229,648. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Automobile Delivery of COMFORT to its R.F.D. Subscribers.



PHOTO. COPYRIGHT 1908 BY WILLIAM FAIRBANKS.

NOWADAYS the countryman has all the advantages of city life without its many disadvantages—the trolley runs past his farm, he has a telephone, and he gets his mail by rural free delivery. And now he's to get it still quicker. The above is a photo of the type of automobile selected by the U.S. Post Office Department for use on rural free delivery routes. The subscribers to COMFORT no matter how many miles from a post office now get their copies nearly as quick as letters sent to persons in a city. This is of great advantage to the mail order advertiser, as it means quicker returns from his "ads." Through COMFORT you can do business with a man in the remote rural districts as handily as with a man in a city. Ask any advertising agent about COMFORT, or write to

W. H. GANNETT, Publisher, Inc.
AUGUSTA, MAINE

NEW YORK
1105 Flatiron Bldg.
F. H. Owen, Representative

CHICAGO
1635 Marquette Bldg.
F. H. Thomas, Representative

Boston. Post. Average for July, 1906, *Boston Daily Post*, 248,794; *Boston Sunday Post*, 225,452. Daily gain over July, 1905, 6,570; Sunday gain over July, 1905, 58,292. Flat rates, r. o. p. daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Lynn. Evening News. Actual average for 1905, 8,805.

Springfield. Farm and Home, National Agricultural semi-monthly. Total paid circulation, 296,482. Distributed at 58,226 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every postoffice in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (©). Paid average for 1905, 4,253.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Evening Press av. Average 1905, 46,456. Covers Western Michigan.

Jackson. Morning Patriot. Average June, 1905, 6,811; Sunday, 6,992; weekly (April), 2,813.

Saginaw. Courier-Herald, daily, Sunday. Average 1905, 12,394; July, 1905, 14,678.

Saginaw. Evening News, daily. Average for 1905, 16,710; July, 1905, 20,712.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first six months 1905, 100,050.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for July, 1905, 76,099. Aver. Sunday circulation, July, 1905, 70,902.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Cir. 1905, 9,850. Leading educational journal in the N.-W.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minnesota daily. The Sunday Tribune average per issue for the first six months of 1905 was \$2,011. The daily Tribune average per issue for the first six months of 1905 was 105,385.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

St. Paul. Dispatch. Average number sold for year 1905, 60,568 daily.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Pioneer Press. Net average circulation for January-July 55,802. Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1905, 13,594; June, 1905, 15,252. E. Katz, Special Agent, N. Y.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 3,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower monthly. Average for 1905, 104,025; average for 1904, 104,750; average for 1905, 103,541.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1905, daily 4,828, Sunday 6,400.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,032.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Sixteen, for 6 mos. ending Mar. 31, '06, 3,410.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 6 mos. 1905, 7,174; June, 7,577.

Jersey City. Evening Journal. Average for 1905, 22,546. First six months 1905, 22,085.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 62,789.

Plainfield. Daily Press. Average 1905, 2,874. First 7 months, 1906, 2,962. It's the leading paper.

Trenton. Times. Average, 1904, 14,774; 1905, 16,468; April, 18,528. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.



Buffalo, Evening News. Daily average 1904, 89,457; 1905 94,639.

Catakill, Recorder. 1906 average, 3,811; July, 1906, 5,940. Best adv. medium in Hudson Valley.

Corning, Leader, evening. Average, 1904, 6,353; 1905 6,595.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls, Times. Est. 1878. Only ev'g paper. Average year ending March 1, 1906, 2,508.

Lefroy, Gazette. est. 1836. Av. 1905, 2,287. Largest ev. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon, Argus, evening. Actual daily average 1 year ending June, 1905, 6,552.

Newburgh, News, daily. Av. 1905, 5,160. 1,000 more than all other Newburgh papers combined.

New York City.

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,443 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Pre sent average circulation, 256,108. Guaranteed average, 250,000. Excess, 75,296.

Army & Navy Journal. Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (©).

Automobile, weekly. Average for year ending July 26, 1906, 14,615 (*).

Bakers Review, monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166. present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 36,328 (©).

Jewish Morning Journal. Average for 1905, 54,668. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,341.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

The People's Home Journal. 544,541 monthly. Good literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 58,088.

The Tea and Coffee Trade Journal. Average circulation for year ending July, 1906, 6,008; July, 1906, issue, 6,956.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,706. Sunday, 411,074.

Schenectady, Gazette, daily. A. N. Lecky. Actual weekly average for 1904, 12,574; 1905, 12,058.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1905, daily 55,552, Sunday 40,098.

Syracuse, Post-Standard. Daily circulation 37,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,645.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,559.

NORTH CAROLINA.

Charlotte, News. Has passed the 5,000 mark. The Charlotte News, the leading evening paper in the two Carolinas is growing. Watch it.

Concord, Twice-a-Week Times. Actual average for 1905, 2,962.

Raleigh, Biblical Recorder, weekly. Av. 1903, 8,572. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh, Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,351.

Raleigh, News and Observer. N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (*); Sunday, 74,960 (*); July, 1906, 75,965 daily; Sunday, 82,654.

Coshocton, Age. Daily ar. 1st 6 mos. '06, 5,101; in city 10,000 factory pay-rolls \$50,000 monthly.

Dayton, Religious Telescope, weekly. 30c. agate line. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agri-cult'l paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator D'y ar. '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161; July, 1906, 15,305. E. Katz, Agent. N. Y.

OREGON.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Journal. Daily and Sunday. Actual average for July, 25,012. Average year 1905, 21,926.

Portland, Pacific Northwest, mo. 1903 average 15,585. Leading farm paper in State.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1905, 15,248, July, 1906, 17,186. E. Katz, Sp. Ag. N. Y.

Harrisburg, Telegraph. Sworn ar., June, 18,591. Largest paid circula't'n in H'b'g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,170 (©).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 563,266. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an educator and a counselor for the agricultural population, and as an effective and economical medium for communication with it."

"through its advertising columns." "Unlike any other paper."

Philadelphia, The Press. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,499; Sunday average, 148,949.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

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Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, West Phila. Bulletin, weekly. Circulation 5,000. Everybody looks for it.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of July, 1906:

1.....Sunday	17.....309,828
2.....324,435	18.....221,271
3.....215,750	19.....216,964
4.....Holiday	20.....216,365
5.....223,690	21.....203,049
6.....224,466	22.....Sunday
7.....212,719	23.....218,336
8.....Sunday	24.....218,362
9.....221,256	25.....219,500
10.....212,932	26.....217,870
11.....221,583	27.....216,408
12.....221,899	28.....215,157
13.....219,443	29.....216,408
14.....208,891	30.....218,884
15.....Sunday	31.....221,961
16.....215,306	

Total for 25 days, 5,496,335 copies.

NET AVERAGE FOR JULY.

217,053 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.
Philadelphia, August 6, 1906.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,566.

West Chester. Local News, daily. W. H. Hodgson, Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit, America's Greatest Weekly. Average 1905, 326,713. Smith & Thompson, Props., New York and Chicago.

York. Dispatch and Daily. Average for 6 months ending April, 1906, 16,250.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (avorn).

Providence. Daily Journal, 17,622 (©©). Sunday, 20,533 (©©). Evening Bulletin 27,723 Average 1905. Providence Journal Co. pubs.

Providence. Real Estate Register; finance, bldg, etc.; 2,528; pub's pay 24% of total city tax.

Westerly. San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern E. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.

Columbia. State. Actual average for 1905, daily 9,587 copies (©©); semi-weekly, 2,625. Sunday '05, 11,072 (©©). Actual average first six months '06, daily 10,760; Sunday 11,861.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 15,018. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Ar. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 38,915, Sunday 55,887. weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1906, 30,327.

TEXAS.

Beaumont. Texas, Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

El Paso. Herald. Ar. '05, 5,011; June, '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for year ending May 5, 1906, 3,013 (©).

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 3,527; for last six months, 1906, 4,063.

Burlington. Free Press. Daily av. '05, 6,558; for June, 7,674. Largest city and State circulation. Examined by Association of American Advertisers.

Burlington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 3,212.

Rutland. Herald. Average 1904, 3,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 2,051.

VIRGINIA.

Danville. The Bee. Ar. 1905, 2,846. April, 1906, 2,865. Largest cit'n. Only ev'g paper.

Richmond. News Leader. Sun. dy. av. 1905, 29,545. Largest in Virginias and Carolinas.

WASHINGTON.

Seattle. Post-Intelligencer (©©). Average for July, 1906—Week-day, 25,809; Sunday, 26,840. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

Tacoma. News. Average first four months 1906, 16,312. Saturday, 17,637.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Ronceverte. W. Va. News, w'y. Wm. B. Blake & Son, pubs. Average first 7 months 1905, 2,152.

WISCONSIN.

Janesville. Gazette. d'ly and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 3,055.

Madison. State Journal, dy. Circulation average 1905, 2,482. Only afternoon paper.

Milwaukee. Badger and Farmers' Record, mo.; 75,000 copies (©); rate 30c. a line; largest mo. farm journal circulation in this territory.

Milwaukee. Evening Wisconsin, d'y. Ar. 1905, 26,648; July, 1906, 28,295 (©©).

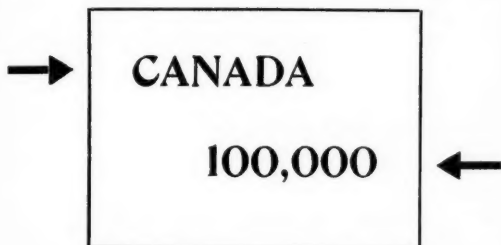
Milwaukee. The Journal, ev'g. Average 1905, 40,517; July, 1906, 44,890. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1904, 7,221. Average for the year, 1905, 7,658.

Sheboygan. Daily Journal. Average 1905, 16,10. Only paper with telegraphic service.

\$50.00

FOR A
10-Word Sentence



Is it a Newspaper? Yes!

That one word and those figures will tell every well-informed advertiser which newspaper it is. There are many advertisers in the United States who do not know there is a newspaper in Canada with an average daily circulation of over 100,000. As this is 40,000 more than any other, it should not be difficult to find out.

Make up a sentence including the word "Canada" and "100,000" (not to exceed 12 words in all) and the above amount will be paid to the writer of what we consider the most appropriate sentence.

The word "Canada" and the figures "100,000" must be the only guide where to address your answer.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877. wy.
Actual aver. for 1905, 41,748;
First six months, 1906, 47,272.
Has a larger circulation in Wis-
consin than any other paper. Adv.
\$7.50 an inch N. Y. Office. Temple
Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net
for 1905, 4,511; first six months, 1906, 5,079.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for
1905, 4,087; July, 1906, 10,052. H. DeClerque,
U. S. Rep., Chicago and New York.

Victoria, Colonist, daily. Colonist P. & P.
Co. Aver. for 1904, 4,556; for 1905, 4,502.
U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1905, daily, 50,048; daily, July, 1906,
54,967; wy. av. for mo. of July, 20,800.

Winnipeg, Der Nordwesten, Canada's Ger-
man Family and Agricultural Weekly reaches
all the German-speaking population of 200,000—
its exclusive field. Aver. for the year end, June,
1906, 15,817; aver. first six months, 15,805.

Winnipeg, Telegram. Daily average July,
21,249. Flat rate, 42c. inch daily or weekly.

NOVA SCOTIA, CAN.

Halifax, Herald (C) and Evening Mail.
Circulation, 1905, 15,568. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle
Trade, monthly. Average for 1905, 6,085.

Toronto, The News, Suora average daily
circulation for year ending Dec. 30, 1905, 38,323.
Advertising rate 50c. per inch. Flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co.
Lia., publishers. Actual average 1904, daily,
80,359; 1905, 96,771; weekly, 48,207.

Montreal, Star, dv. & wy. Graham & Co. Av.
for 1904, dv. 54,795, wy. 125,240. Av. for 1905,
dv. 58,125; wy. 126,507.

Held in High Regard

"AVE MARIA,"

NOTRE DAME, Ind., July 27, 1906.

"Printers' Ink," New York City:

It gives me pleasure to hand you herewith executed contract for renewal of THE AVE MARIA's advertisement in your Roll of Honor for another year. We hold this department of PRINTERS' INK in very high regard, because it is one of the few mediums through which the honest publisher can procure due credit for his circulation figures. Yours very truly,

JOHN A. MURRAY,
Mgr. Advertising Department.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 33,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily 28,590 (◎◎). Sunday 48,731. W'y. '04, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class'f'd ads than all others in its line.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

VOGUE (◎◎) is exclusive in its ideas and one of the best advertising mediums.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (◎◎) covers the field Fed and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,030 (◎◎).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's paper. Goes weekly to wealthy recreationists. Write.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 30,389 average weekly from January 6th to March 3d, 1906.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal, 40 years, leading vehicle magazine

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, 1st rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 112 9-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn.. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (Q. Q.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Indianapolis News during the year 1905 printed 96,983 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE Des Moines REGISTER and LEADER, only morning paper, carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.



25 CENTS for 30 words, 5 days.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; leading medium, circulation in excess of 14,000, one cent a word.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in July, 128,124 lines. Individual advertisements, 20,271.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, Daily average 1905, 27,092, guaranteed. Cent a word.

NEW JERSEY.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE Post-Express is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,600.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. May '06, 7,579. Biggest Daily in North Dakota. La Coste & Maywell, New York Representatives.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,582. Publishes more Want than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?

Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."

Net paid average circulation for July, 1906:

217,053 copies per day.

(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE Halifax HERALD (☉☉) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,823, Saturdays 113,892—sworn to.) Carries more want-ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

HEAD OF THE MACY STORE.

Pearson's gives the following sketch of the life of Nathan Straus, head of R. H. Macy & Co.'s department store,

New York, and controlling other stores. Mr. Straus is also widely known in connection with his efforts to give New York a pure milk supply.

Born in 1848, on his father's farm in Bavaria, Germany, the boy Nathan Straus knew the blessings of open air, wholesome food, and particularly of pure, sweet milk. When the family in 1854 removed to America, the boy six brought with him an unfading memory of those verdant hills. The family settled in Talbotton, Georgia, where the father established a small dry-goods store, and Nathan, with his brothers, Isidor and Oscar, attended school, the Collinsworth Institute, at that place. A few years later, the father, whose sympathies were with the Union, was obliged to remove to Columbus, Georgia. Here, at the close of the war, he found himself without business and almost without means. With his family he came to New York City, and on Chambers street, in company with his sons, established a small pottery and glassware importing business, which, with much patient hard work, was gradually enlarged, and exists to-day.

In order to prepare himself for a commercial life, young Nathan Straus in 1866 attended a commercial college. Here he learned the details of modern book-keeping and the technical methods of trade. His aim was to be master of his occupation, and his tireless energy and keen and unfailing insight into human nature soon made of him a master of men.

It was in 1874 that he arranged with R. H. Macy & Company to establish a china and glassware department in their big store—this being the first example on record of a separate department conducted in connection with another business.

Both Nathan Straus and his brother Isidor in due time became partners in the big store, and in 1896 Charles B. Webster retired from the firm, leaving the Straus Brothers sole owners.

THE Rev. Charles Stelzle of Pittsburgh, who was once a union machinist, suggests that labor organizations would increase their membership and strengthen themselves by taking advertising space in newspapers and magazines. Labor leaders have taken kindly to the idea. A writer in the *Patternmakers' Journal* heartily approves of the plan and wants to see it brought before the next convention of the American Federation of Labor for discussion and adoption. He has figured out that a per capita of only one cent a year collected by every affiliated union on its membership would furnish at least \$20,000.

"THERE are a few scoundrels in Pollock who do not subscribe for this paper, who do all they can to injure us, but the devils are always borrowing. If it were not like shooting mice with canister, we would turn the muzzle of our gun on them, exposing the critters, but they are too small, too small. —Colfax (La.) People's Demands.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 5, 1906.

In its September issue the *American Boy*, of Detroit, carried 4,588 agate lines of advertising. This does not include the magazine's own advertising.

MASSACHUSETTS may elect W. L. Douglas as governor again this fall. The term in that State is only one year, and the Democratic State committee believes that Mr. Douglas can stand another of these minute doses of power.

BEWARE of the man who always fails in what he undertakes, and put not your trust in one who has an unbroken record of successes to his credit. The first is incapable of profiting by experience and the second has still much to learn.

"I GIVE preference to the applicant for a position in my advertising department who throws bricks at my methods instead of bouquets," said an Englishman who has built up a remarkably large business by advertising and is noted for his keen judgment of men.

THE Philadelphia trolley company began on August 1 to sell six tickets for a quarter. The Bell Telephone Company immediately placed a large order for celluloid cases to hold the tickets, and the demand for the holders is far greater than the supply. On the case is printed: "For Street-Car Tickets, when you *must* ride. Five cents takes you both ways by Bell Telephone."

AN entertaining article on the manufacture of "Chiclets" was published as a Sunday story by the Philadelphia *Record* August 19. Though strictly a "human interest" account, and without the name of the product or makers in its text, Frank H. Fleer & Co., manufacturers of this chewing gum specialty, turned it to excellent purpose by a large display ad in the same issue.

CHRISTIAN SCIENCE AND WANT ADS.

A correspondent sends us an article from the Washington, D. C., *News-Letter* in which one Bishop Sabin discourses on the impossibility of anything being lost, providing we believe implicitly in Providence and affirm vigorously that nothing can be lost. The Bishop continues:

I think the most notable case of that kind I ever knew of was this. A couple of ladies were on their way from Boston to New Orleans. That was several years ago. There was snow on the ground and I had my office down in the city then. They came into the office quite early in the morning as they wanted to talk with me. Then they told me that they had lost a diamond ring, and it was especially valuable because of it being an old heirloom. I said it could not be lost and put a notice in the *Star* telling where to return the ring. I was to send it on to them. They went away that night. During that day, however, there was a gentleman walking along Pennsylvania Avenue. He saw a diamond ring lying in the snow, kind of dirty snow that had been walked on. He picked it up, of course, not knowing to whom it belonged. He read the *Star* that evening and saw the notice telling where to take it, and he took it there and left it. It is wonderful how these things occur.

Does the *Star* get any credit for the success of this "affirmation?"

IN THE DIM FUTURE.

Will the advertising agent's commission ever be abolished and a straight salary for his services be substituted, paid by his client? Doubtless the bare suggestion at this time would cause a shudder to run down the spines of all the advertising agents in Christendom, except a very few of the more far-seeing, and down the backbones of all the advertisers without exception.

Yet the abolition of commissions might be the best thing in the world for publishers, advertisers and agents. The commission has done much harm. To the advertiser, for example, it has taught the habit of expecting copy and illustrations within a ten per cent margin—later fifteen per cent. Just so much copy and picture as the agent can turnish on this margin the advertiser gets, and no more, and his expectation of getting it on that margin has led him to look at copy as something he receives without cost. With the immense increase in advertising rates, however, and the perfection of advertising copy, there are many times when it would be to an advertiser's advantage to buy his copy separately, and pay more for it. But the habit of getting it free has been on him so long that he has to be a miracle of foresight and liberality before he can be brought to seek copy in the open market. The sort of copy furnished by some agents on this margin is a wonder to anyone who keeps in mind what they get for it. Ten per cent of the cost of space is held to be the minimum price at which the best copy can be furnished. But the agent also places for ten per cent, and for fifteen per cent becomes the deputy sales-manager of his client. How he does it, heaven only knows. How he hopes to improve and advance on his inflexible margin, not even heaven can imagine.

The commission from the agent's standpoint is just as bad. It lets in on the capable man competitors like the shoe-string

agent, with his office in his hat, who splits commissions with advertisers and teaches them to trim down efficiency in that very part of their expenditure which ought to be dealt with on the most liberal basis. It puts every advertising agent, capable or incapable, honest or dishonest, responsible or irresponsible, on exactly the same remuneration. If the advertiser were paying a salary to his agent he would want the best, as he wants the best attorney, and a shoe-string agent would stand no more chance of getting his account than a police court lawyer of handling his legal business. The salary basis of placing would also cut out those publishers who bid for business by concessions to the agent, and would make it unprofitable for advertising agencies to control mediums, as some are reputed to do. It would probably abolish, too, the chief thorn in the publisher's side—the agent who operates on credit for a brief season and then goes bankrupt.

Wherever the agent's commission has been abolished locally, as in Chicago and Philadelphia, the papers have better business and the agency situation is simplified. Where the commission obtains locally, as in New York City, the state of advertising affairs is such as to make the grape vine graft of a Tammany Hall sweet in comparison. Nothing seems more salutary for all concerned than abolishing the commission. If it were done nationally, the advertising situation would undoubtedly be better—certainly it would have a brighter future. It seems that this must eventually happen, but how many years must elapse before it does no prophet would undertake to predict.

IN a runaway accident at Burlington, Vt., August 5, Wylie B. Jones, general manager of the Wyckoff advertising agency, Buffalo, had his leg broken. He is recovering nicely. Mr. Jones was formerly advertising manager for Wells & Richardson, of Burlington.

THE Detroit Times has ordered a new Goss press and new linotypes to double its capacity for turning out papers.

SCHOOL ADVERTISING.

The Montgomery, Ala., *Advertiser* contained a 16-page educational section recently, in which appeared 20,510 lines of school and college advertising. Victor Hanson, the advertising manager, states his belief that no other paper in America ever printed so large a volume of educational advertising in a single issue.

FOR many months New York firms that send advertised articles through the mails have reported thefts and losses to the Postoffice Department. On August 21 inspectors arrested a clerk in the distributing department, Harry W. Swandt, finding stolen packages on him. Thefts aggregate \$5,000 and losses have been reported by the Ingersoll Watch Company, Fay Watch Company, Ansonia Watch Company, Gem Razor Company, Shearman Safety Razor Company, Knickerbocker Watch Case Company, Waterman Fountain Pen Company, and many jewelry houses that do mail business.

WHAT CLASSIFIED ADVERTISING IS.

The term "classified advertising" was adopted a number of years ago by newspapers to designate particularly the "Help Wanted" and "Situations Wanted" advertising, which had increased to such proportions that a separate department for it seemed to be necessary. Such advertising is subject to a special low rate, and is classified and printed in a uniform style, thus giving people of small means an opportunity to use the advertising columns of the newspapers, which they would have been unable to do otherwise, owing to the higher rates for regular advertising.—*Munsey's Magazine*.

BASEBALL teams from the Presbrey and J. Walter Thompson agencies met on a hardly contested field August 18 at the New York Polo Grounds. The Presbrey team won, 6 to 3, this being two out of three games that have been gathered in by this agency.

A CANADIAN newspaper advertises in a novel manner in this issue of PRINTERS' INK. The paper offers a prize for a ten-word sentence, and gives no clue to its own identity save the fact that it is the only daily in Canada which prints regularly in excess of 100,000 copies.

AN injunction suit has been filed in Akron, Ohio, to restrain the Chicago and Cleveland directors of the American Cereal Company from transferring the stock of that corporation to the Quaker Oats Company. This move is intended to block a large consolidation of breakfast food companies, it is said.

GOOD WORK.

Banks, and especially advertising banks, have reason to be appreciative of the campaign *Everybody's* is waging on bucket-shops. A feature of this magazine's September newspaper advertising is a list of bucket-shops operating in thirty different States. The publishers say: "The main purpose we have in advertising in the daily newspapers is to increase the circulation of *Everybody's Magazine*. But in this instance we are not advertising wholly for circulation. We know that a great many people cannot be prevailed upon to read the articles about the bucket-shops in our magazine. We are paying for this big space to get before the people who will not read the magazine the names of a lot of bucket-shop sharks, and where they are doing business, in the hope that the communities in which these blood-suckers are working will know them for what they are, and will shun them like the pestilence if they do not strangle them.

THE fiftieth anniversary of the *Banner*, Black River, Wis., was recently celebrated by a dinner given the publisher, George F. Cooper, and his father, Frank Cooper, by the citizens of that town.

WHEN Charles M. Burt became general passenger agent of the Central Railroad of New Jersey he put into operation a policy of getting acquainted with the newspaper publishers living along the line, and soon had the most cordial good will established between the newspaper men and his road. When he retired the other day the country publishers from far and near gathered at Easton, Pa., and tendered Mr. Burt a farewell dinner. Those who had the matter in charge were:

P. Hall Packer, *Seabright News*; W. B. R. Mason, *Bound Brook Chronicle*; A. S. Crane, *Elizabeth Journal*; David McCormack, *Lehighton (Pa.) Press*; C. A. Gischel, *Philipsburg Patriot*; L. C. Edwards, *Long Branch Record*; H. F. Heath, *Mauch Chunk Times*; E. W. Rush, *Glen Gardner Advocate*; J. W. Maloy, *Lansford (Pa.) Record*; Benjamin E. Chapin, *Newark Railroad Employee*; Eugene W. Farrel, *Newark Daily Advertiser*; M. T. Lynch, *Philipsburg Post*.

ADVERTISERS ADOPT THE SIMPLIFIED SPELLING.

Advertisers were quick to take advantage of the renewed public interest in simplified spelling, caused by President Roosevelt's order to the Public Printer. The United Cigar Stores, Rogers, Peet & Co., and some others looked at the scheme from the funny side, and injected ridiculous spelling in their advertisements with the idea, apparently, of attracting attention. Other concerns expressed a serious desire to aid the work of the reformers. One of these was L. S. Plaut & Co. a large department store of Newark. N. J. Wanamaker's New York store was perhaps the most important accession to the cause among commercial houses. In a three-column Wanamaker advertisement in the *Sun* one day last week the following spellings appeared: prest, purchast, finisht, therolv, dropt, scallopt, strap, polisht, tho.

As a matter of cold, practical fact, magazine advertising was never so potent, never so hypnotic, never so enticing and never so interesting to the millions of purchasers and readers of popular publications as it is to-day.—*New York Trade Review*.

EFFECT OF ADVERTISING ON PRESENT CUSTOMERS.

Although the following paragraphs are addressed to Central Station managers, their application is not limited to the electrical field. Advertisers in other lines as well as purveyors of the electric current sometimes ask: What is the use of advertising to people who are already our customers?

"Quite a lot of use," says the *Electrical Review*. "You are supplying your customers right along with electricity, which they regard in a passive way as a good thing, to be welcomed or tolerated depending somewhat upon the amount of the monthly bill. During the month a man accepts his electricity service placidly, without giving it any thought to speak of, but when his bill arrives he looks it over with a sour visage and begins to think. That is the time he is apt to teeter on the fence of indecision. To make a man thoroughly pleased with his electric service you must keep him convinced of its advantages. He may feel these advantages in the abstract, but he seldom stops to enumerate or analyze them. He entertains a vague idea that electricity is a good thing to have, but the full force of the thing isn't borne in upon his understanding unless you remind him often enough so he will not forget. A strong, aggressive, reason-giving campaign of advertising, directed to your people, not only interests and enlists new customers, but it also has a tendency to keep your present customers satisfied. Every time you advertise you give them one or more good reasons why they should retain their electric service and perhaps increase it."

THE Thermalite Company, manufacturing a self-heating rubber bag which was extensively advertised last winter as a substitute for hot water bags, has assigned. Its offices were at 161 Lafayette street, New York. Incorporated for \$50,000 last year, its capital was later increased to \$100,000. The company suffered a loss of goods in the San Francisco fire. Liabilities are \$15,000; assets, \$10,000, not including patent rights.

CONFIDENT.

When the graduate of a correspondence school bursts on the world, full of zeal, there is no dodging him. Lately a large corporation in New York, spending hundreds of thousands of dollars for advertising in every legitimate medium, and with singular success, received the following inviting letter from a person in the Middle West who has evidently finished his course and now means to fight a good fight and keep the faith:

Dear Sirs: I have made a special study of advertising and I am writing to a number of large advertising firms, asking them questions which, if answered correctly and fully, will be a source of much valuable information to me. 1—What does your advertising cost you a year? 2—What method of advertising pays you most considering it on the basis of the cost involved? 3—Did your billboards lose you money? If so how much? If not what did it make you? Permit me to say that while your boards had some good features or points they violated at least three essential principles of scientific advertising. I would therefore expect to hear that you lost money in the transaction. Of course firms do not like to tell of their reverses, and if you request it I will not give the firm name while using the information so kindly given me. But this information is of vast importance to the advertising world and I want it correct and first hand. I also noticed your ad in the *Literary Digest*, and I find some serious fault with it that seems to me to counteract its good points. If you will give me the desired information, and if you desire it, I will give you my criticism of both the billboards and the magazine ads, with the understanding that you are to give me in turn an earnest criticism of my criticism of your ads. Thus we may both be helped. Wishing you the highest success in the business world, I am yours for scientific advertising.

THE Seattle *Post-Intelligencer* had a "Seattle Made" edition recently, carrying a large amount of advertising for Seattle manufacturers. At the same time special displays of the city's products were made in the stores.

TELLS ALL.

The following display advertisement of the Mercantile Trust Company, St. Louis, covers the various branches of that corporation's real estate department with a fullness and dignity of language worthy of study by realty brokers, etc.:

WE INVITE OWNERS TO LIST THEIR REAL ESTATE WITH US ON THE FOLLOWING STATEMENT:

Sales—We have a large force of salesmen, whose only duty is to bring about sales for the best interest of both buyer and seller. We spare no expense in the way of advertising or otherwise, to get results, and charge nothing outside of the customary commission.

Rent Collections—The magnitude of our rental business is such that we can afford to engage the best help, give each man special work, and make prompt remittance. We make no charge for superintending repairs for our clients, and accept no commissions from tradespeople, thus giving owners the benefit of lowest net cost of work.

Loans—We make loans on good St. Louis real estate in amounts ranging from \$500 to \$1,000,000 and at current rates of interest. Moderate commissions, no charge for preparing papers, and no "extras" of any kind.

Appraisements—The real estate department of the mercantile trust company is prepared to appraise property anywhere in St. Louis. Appraisements are made by officers of the company, and are based on years of experience and a perfect acquaintance with present values.

Confidential Transactions—We buy property for individuals or corporations, all our transactions are considered confidential, and no publicity given them when our clients so request.

Our Contract or "Authority" for the sale of real estate is the simplest form in use, and as one of its conditions is that unless a sale be made there will be no charge whatever, it is eminently fair to the seller.

Results: The success of any business or enterprise is measured under present-day conditions solely by "results." The record of this company in the selling of St. Louis real estate is too well known to need comment. No deal is too great for us to handle successfully, and no sale so small as not to receive our best efforts and attention.

A BUNCH OF RUMORS.

The past week has been prolific in rumors concerning people of the publishing and advertising world.

Rumor No. 1 is to the effect that George H. Daniels, manager of the general advertising department of the New York Central railroad is to be retired and the general advertising department of the road abolished, or rather, made part of the passenger traffic department, presided over by C. F. Daly. In most railroads the passenger traffic manager or general passenger agent attends to the advertising of the road, and this was the case with the New York Central until Mr. Daly and his friends of the Lake Shore came out of the West. Mr. Daly became passenger traffic manager, succeeding Mr. Daniels, who had occupied that position for many years, and a new department known as the general advertising department was created with Mr. Daniels as its head. This is the department that rumor says is now to be abolished. Mr. Daly is reported to have expressed the opinion that too much money is being spent in advertising, particularly in booklets of which the New York Central probably prints more than any railroad in the country. The recent sale of the *Four Track News*, which Mr. Daniels founded, and which Rowell's American Newspaper Directory credits with a circulation of 120,000 copies monthly during 1905, tended to strengthen the impression that changes were impending in the advertising department of the New York Central. A reporter from PRINTERS' INK tried to secure a statement from Mr. Daniels but was informed that he was out of town. John E. Root, Mr. Daniels' chief lieutenant, was asked if it were true that Mr. Daniels was to retire.

"Not to my knowledge," said Mr. Root.

"Is it true that the general advertising department is to be abolished?"

"Not to my knowledge."

"You would probably know, would you not, Mr. Root, if either of these things was likely to happen?"

Mr. Root said he thought he would but that so far as he knew neither the retirement of Mr. Daniels nor the abolishment of the advertising department as a separate institution was contemplated.

Rumor No. 2. was to the effect that Ralph Tilton, who about a year ago became advertising manager of the Butterick Trio, and more recently was assigned to the editorial management of the papers, was now out of the Butterick Company altogether. W. H. Black, who succeeded Mr. Tilton as advertising manager, is at present out of town and no one cared to make any statement in his absence. It was learned however that Mr. Tilton's connection with the Butterick Company ceased sometime in the latter part of August.

Rumor No. 3 has been in circulation for some time and is to the effect that Doubleday, Page & Co., publishers of *Country Life in America*, *World's Work* and other magazines, had secured a controlling interest in *McClure's Magazine*. This was denied at the office of Doubleday, Page & Co., where PRINTERS' INK's reporter was informed that "neither Mr. Doubleday nor Mr. Page nor Doubleday, Page and Co. have any interest whatever in *McClure's Magazine*."

The net result of the reporter's efforts to run down these various rumors may therefore be summed up in the one fact—that the Butterick Publishing Co. and Mr. Tilton have parted company.

THE *Michigan Farmer* recently issued a booklet which contains valuable information for advertisers. On June 1st an accurate count of the subscription list showed 78,048 paid-in-advance subscribers, of whom 63,862 resided in Michigan. The booklet contains a county map of the State, illustrating the distribution by counties.

A VALUABLE POSTER COLLECTION.

Ten or fifteen years ago the collecting of posters was a fad that interested thousands of persons. Those were the days of the *Chap-Book*, of Beardsley and Bradley, of the poster girl, and the purple cow, and the poster landscape. The fashion passed quickly with most collectors, and after their collections had served to decorate "den" and cozy corner for some months they were swept into the ash-barrel.

Gerald Pierce, business manager of the *Chicago Record-Herald*, was one of the enthusiastic collectors from the beginning, but his interest in posters did not wane with the death of the cult as a fad. He has steadily added to his posters for fifteen years, and now has more than 5,000 fine examples of the work of poster artists of every country—French, German, British, Belgian, Dutch, Danish, Italian, Japanese, Chinese and American. His office in Chicago is hung with them, and so is his home, while nearly 5,000 posters have been filed away for lack of display room. Mr. Pierce now proposes to give this collection to the Chicago Art Institute, so that it may be placed where art students can have access to it. Among the hundreds of students seeking art education in Chicago many intend to take up advertising design and illustration. No art school or museum in the country, it is said, has so extensive an exhibition of poster design to which students may resort, and the benefits of such a comprehensive collection, put to such uses, are obvious. Mr. Pierce's collection is ranked third in the United States in completeness, and represents a considerable investment, for some of the examples, like Bradley's poster for Victor bicycles, the old Napoleon poster of the *Century*, the Thanksgiving poster of the *Chap-Book*, etc., bring as much as \$25 apiece at sales, only a few copies being in existence.

This collection ought to be val-

uable to art students because there is just now a distinct revival in American posters. When the *Chap-Book* started collectors twelve years ago the poster was chiefly a freak, being designed for exhibition in book-shops and windows. Few posters of that character ever went onto billboards. To-day, though, the poster is being revived for billboard purposes. Some of the artistic models followed then would be impossible now, as their delicacy and charm would be lost on the boards, and they had little force. Bradley's work, so admirable in its place, was never true poster work, being attractive for its intricacy and proportion, beautiful curves and fine coloring. But the French poster artists of the same period, Chéret, Grasset, etc., had the benefit of a longer tradition, and made posters that were frankly intended to be posted outdoors and catch the eyes by force as well as beauty. Their work, instead of being advertisements of books and periodicals and indoor things, runs largely to wines, soaps, perfumes and other commodities. In the new trend of poster designing in this country, when the poster may have to be beautified in order to be tolerated, there is much to be learned from the French and other European designers. The Italians to-day lead all Europe in posters, it is said, not from the artistic standpoint alone, or their knack at blending colors, but in real advertising value. The French poster is still an advertisement. The poster was born in France, and artists there have been making it for nearly seventy years. It is a part of the local color of Paris. Chéret's work is noted for mirth and jollity, and for the profusion and clever handling of colors. A Chéret poster is usually a rainbow, and upon color he depended for attraction. Grasset's work, on the contrary, was dignified, and attracted by its subject rather than striking color. Chéret seldom made a poster that omitted the characteristic "girl," and she had as little bearing on

the thing to be advertised as had the sombre Beardsley girl. But Grasset was not a "girl" specialist. To advertise rugs he would choose a half-dozen finely colored ones, reproduce them faithfully, humanize them with the figure of an old Oriental merchant, and add the dealer's address as the only lettering. The Beardsley type of poster, whatever its artistic merits, has long ago disappeared from the field of advertising possibilities. It was a poster for the classes, not the masses, and it is only with the latter that the poster can have anything to do profitably.

American poster artists to-day are seeking to beautify posters that, often ugly in the extreme, still have high advertising value. Nobody admires the monstrosities that appear on the billboards of our cities and towns. But neither can anyone get away from them. There lies their advertising value. It is easy to make beautiful posters, but not easy to beautify the true advertising poster, the money-maker, and keep its advertising value intact. Americans are working on this problem, and also seeking to perfect another form of poster that is commercially valuable—viz., the one that will give the greatest amount of effect with the least number of impressions. How many times the poster goes through a press may not be apparent on the boards. But it is very clearly indicated in the lithographing bill. Ethel Reed, an American artist of reputation, is credited with a faculty all her own in securing the greatest force and effect in posters with the least number of printings. Some of her best work has been done in a single impression. Edward Penfield and Will Bradley are cited as leaders in this country in designing posters notable for advertising value, while J. C. Leyendecker and Maxfield Parrish have reputations for posters that are valued more on account of artistic value. But the problem of the poster that will be beautiful and an effective advertisement

too, is being worked out by men whose names are little known in dozens of lithographing plants throughout the United States.

Outdoor advertising persists. Its very enemies would keep it alive, if its friends didn't. But the billposter is active, and there is also a wide recognition of outdoor advertising among those who spend the big national appropriations. One of the prominent general agencies lately investigated the subject of billboard and bulletin advertising among its clients. It had never furnished an outdoor service. What was the surprise of the investigators to find that ninety-five per cent of the agency's clients were using billboards, in one way and another, wholly apart from the agency service. Few national campaigns go far without billposting. An advertiser covering the country or a group of States may go ahead in confidence after he has contracted for newspaper and magazine space. But he doesn't proceed far before a bald spot appears here and there, with a critical situation to be met at close range. Posters must be used to emphasize other advertising in those places, and so they are added locally to cover the weak spots. Several old agencies like N. W. Ayer & Son, Lord & Thomas and Chas. H. Fuller, identified with the building up of newspaper advertising, have within recent years added an outdoor department and are official representatives of the Billposters' Association. Billboards are going up everywhere and raising opposition, not because the billposter is an innately wicked man, but because he has to make room somewhere to put the paper that advertisers want displayed, and find the outdoor space they stand ready to pay for. The number of billboards now in cities won't be a marker to what may be seen in ten years if the present demand for outdoor advertising along commercial lines continues. The poster is still crude. It has got to be improved to a point where it will not offend, or its enemies

will find some method to wipe it off the face of the earth. It has at present pretty nearly all the points of law in its favor, and is really getting a bit less ugly as new boards go up. But the kind of beauty it is in search of is very different from what most of its critics want to shove upon it. When they say "beautify" the outdoor advertiser knows that the thing they have in mind, viewed from his standpoint, is really "sissify."

One of the most helpful influences in encouraging the production of artistic posters is found in the annual exhibitions of automobiles, pure foods, business appliances, etc., that are now held each winter in New York, Chicago and other cities. For each of these shows a poster is usually made, and it commonly takes artistic lines because only a small part of its real advertising value is secured on the billboards. Copies of such posters are sent to local newspapers, and, accordingly as they are striking in design and commendable for drawing, are reproduced as bits of art. Thus a very wide publication is secured, and this newspaper publicity is often sufficient to pay for the designing of a fine bit of paper. But as the poster is also actually posted on the boards, its artistic effects must have the vigor that makes it a good advertisement outdoors. Such posters serve as models for advertisers seeking wider publicity, and are but one of several new influences that are tending to bring real beauty to the hoardings.

CHARLES DWYER.

"A good name is rather to be chosen than great riches." So says the Book of Books, but the man who said this never knew the value of advertising, or he would have added that, like "Honesty is the best policy," it is best because it pays, and not like Virtue "which is its own (or only) reward." And so a good name, advertisingly, is great riches.

In the magazine world the good

name that brings great riches must be good enough to secure subscriptions, or a circulation of good enough quality and large enough in volume to make good the advertising, which is the backbone of every magazine.

It is in this relation that I want to herald the advent of Mr. Charles Dwyer into the editorial manager of the *Ladies' World*. He started his career with the quality of goodness, and he has lost none of it, but gained in the twenty-five years that have ripened him and made him an acquisition to this publication; surely time enough that if the man had any dross in him it has been burned out by the fiercest fire in the crucible of competition that time forces every man into, but he did not require it to strengthen him in well doing. His name is one of the few—the very few that are known to any large number of the women readers of magazines in this country.

No advertising manager of a magazine is clever enough to obtain for long an advertising rate higher than another for a circulation that does not exist, or to sell space to advertisers for a character of circulation that the magazine does not own. The stability of the price in the advertising world, therefore, is dependent upon what the magazine does for its readers, who they are, and how they appreciate what its editor is doing for them. With that satisfactorily assured a circulation is established; the quality and character of its circulation guided, and then the advertising man's work begins. It is because of Mr. Dwyer's good name linked with that of the *Ladies' World* that I foresee a brighter future than the magazine has yet attained.

I could from my own knowledge say something of the history of Mr. Dwyer, for I worked with him pretty closely for over three years and it was always a pleasure to seek his help. His appreciation of an effort was in itself encouragement, and he tried always

to help in any of my plans; but I want to confine myself to his advertising value, and the greatest part of that value is the man himself. That rare quality of modesty and gentleness is the characteristic that everyone who meets him knows. He will always do better than he says he will; his patience, the offspring of his gentleness, enables him to hear even the most adverse criticisms with equanimity, and if there is anything in them from which he can learn, his willingness to do so is not antagonized by the criticism; he is inflexible in doing what he believes is right with the integrity of life and purpose that makes a man sacrifice wealth for opportunity, and for these qualities few are better known by the best in his profession than Mr. Dwyer.

I give a slight review of his connection—which he has just severed—with the *Delineator*: The *Delineator* started as a quarterly in 1873; it was changed to a monthly in 1875, and Mr. Dwyer joined the staff as assistant editor in 1881, and was appointed editor in January, 1885. It was then a forty-eight to fifty-six page book, devoted almost wholly to a description of fashions. There was no editorial appropriation, but in spite of this, changes in the editions began to appear, showing the working of the mind of the man at the helm. Two years later a modest sum was allowed for contributions, and development became more marked with an increased amount; with some tales and other additions of fashions, the publication began to acquire the reputation of good literature that has since made it a household word.

The man who did this has a big future before him, with the right opportunity, which I am pleased in believing came when the *Ladies' World* and Charles Dwyer joined hands.

THOMAS BALMER.

It's the advertising that you do that pays, not that which you think of doing.—Robert Frothingham.

RED CROSS TABOO AS A TRADE SYMBOL.

Antiseptic barber shops, pharmacies and patent medicine manufacturers throughout the United States will be compelled to cease using the Red Cross as a trademark if the convention agreed upon at the recent International Red Cross conference in Geneva is lived up to by the United States. This convention provides that each of the signatory countries shall do all in its power to bring about legislation preventing the use of the Red Cross insignia for any sort of commercial public service. When the re-incorporation of the National Red Cross was effected, in 1905, Congress provided that no person or corporation not lawfully entitled to use the sign of the Red Cross at that time should thereafter be permitted to use it for the purpose of trade. Consequently officers of the American National Red Cross say that the use of their insignia by persons not authorized to use it in 1905, is in direct violation of the law. The punishment is a fine of not less than \$1, or more than \$500, or imprisonment for not more than one year, or both. Nearly all other countries have safeguarded the insignia of the Red Cross very carefully, and the United States is said to be the chief offender in the miscellaneous use of the emblem.—*Boston Transcript*.

BILLBOARDS IN CHINA.

Shanghai, China, is just being initiated into the glories of billposting and fence rail advertising. Frank Vida, a former resident of Honolulu, has introduced the new method of advertising in the Chinese city. A letter from him told of his success in this respect. He erected a large number of high billboards and obtained necessary options on fences and vacant lots for his advertising. Then he obtained a large number of advertisements. Among them was a champagne advertisement where a girl clad in a brilliant dress was to be seen drinking out of the bottle. Vida had to send to Japan to obtain artists to paint the poster.

With that peculiar stolidity of mind characteristic of the Japanese, the artists set to work to paint the woman in the "altogether" and then to add her clothes each day until her final costume was complete. During the first few days of the painting the sign-board was the center of an immense throng, which quickly decreased, Vida says, after the woman had been finally clothed and the sign completed.—*New York Herald*.

A NEVADA editor is in trouble because he recently published an obituary article concerning a man who had made a fortune as a promoter of mining interests. The tribute was headed "Death Loves a Shining Mark," but the printer made it "Mining Shark." Three husky sons of the deceased gentleman survive him.—*Chicago Record-Herald*.

TWO REAL ESTATE BOOKS.

Some of the real estate business in a town or city can be got by advertising that brings people in on the jump—buyers of small homes on installments, buyers of vacant lots on speculation, etc. But a whole lot of the most profitable business is a long-time affair. Those who buy for investment do not commonly respond to big display advertising. The man who is going to buy that high-grade home or country place "some day" may be years in acting. The man who has rental property may putter along with it years before he turns it over to a broker's management. This latter public is perhaps the real estate man's solidest clientele. The only way to reach it is by persistent education, through mediums that are more or less slow. Instead of display ads, the broker has to depend on news of his transactions getting around by word of mouth, and the recommendations of his clients. Personal solicitation of prospects and correspondence, help, too. A third way in which the slow education process may be accelerated is by sending prospects something to read—literature dealing with the principles of realty investment and the economical handling of property.

Two books by Chas. J. Fuess (Utica Advertising Co., Utica, N. Y.) are in this latter class. One is entitled "How to Buy Property" and the other "How to Care for Property." Mr. Fuess is editor of a small real estate paper, *Land and Money*, and seems to have a good grasp of the practice and theory of his subject. In his book on buying property he deals with such details as what to buy, how to accumulate the purchase money, how to judge the condition of the house, choosing location, arranging terms, inspecting title, selecting tenants where the property is to be rented, etc. The purchaser looking for a home and the investment buyer are both considered, and by reading this book—not a very large one—a man with a little money put by,

or on comfortable salary, would naturally be drawn to real estate. The author shows that there are always bargains to be picked up by a person posted on improvements, lines of growth, character of buildings, and so on; and many a reader, laying down his little treatise, would find that real estate, from a more or less vague possibility, had become a tangible matter, with easily learned principles. "How to Care for Property" is a landlord's book, as well as one for the realty broker to distribute. It deals with character of tenants, the importance of leases in renting, a landlord's attitude toward tenants, the law of rental transactions, the best course to be followed in collecting rents and raising them, finding new tenants, avoiding loss, care of premises, repairs, insurance, keeping rental accounts, forms of receipts, getting re-possession, payment of water and gas charges, etc. There is a chapter on the advantages of having property in the hands of an agent or broker. The book is written partly from the "Don't" side—that is, it tells a good many things about the small channels and mistakes through which property-owners lose money. This book, placed in the hands of a property-owner or a man with money to invest, accompanied with a note from a responsible broker or agent, would undoubtedly make future business, and either of the books, provided they could be purchased in lots on reasonable terms, and sent out with a broker's card printed on the cover, would be productive of future business. No person interested in property would care to throw them away.

♦♦♦
The *Top Next* is the title of a small business periodical issued on behalf of the Indiana Star League papers from their New York office in the Flatiron Building. "Hoosier Hank" is editor, and S. E. Lambertson, Eastern manager of the Star League, appears to pay the printing bills. The *Top Next* is given up chiefly to pleasantries.

♦♦♦
NEVER mind the conflict with your religious, social or political beliefs. You are not advertising yourself but for others' eyes and your own profit.—*Robert Frothingham.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

YOUNG MAN of Selling ability who is willing to start at small salary with high grade house. Experience not necessary. HAFGOODS, 305 Broadway, N. Y.

CONCERNING TYPE—A cyclopedia of Every-day Information for the Non-Printer Advertising Man, get typewritten; 64 pp., 50c postpaid, ad's wanted. A. S. CARNELL, 150 Nassau St., N. Y.

A GOOD ADVERTISING SOLICITOR will get Chicago business, and represent live-trade publication. All references. Salary and commission only. Address "SOLICITOR," 528 Mount-nock Building, Chicago.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1896), Springfield, Mass.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 315 Grand Ave., Kansas City, Mo.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desire party able to buy an interest and take full charge of the business. For particulars address "L.E.S." care Printers' Ink.

A CHICAGO Special Agent who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is at liberty to refer, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works for. Address **CHICAGO SPECIAL**, care of Printers' Ink, New York.

REPORTER—A trade paper wants a young man or large boy in its editorial room. Must have literary aspirations, a fair education and an ambition to earn \$10 a week and make a permanent place for himself. State name and age, and mention one or two reputable people who know you and will tell about you. Address "REPORTER," P. O. Box 428, N. Y. City.

TO PUBLISHERS.

WE wish to represent one or two first-class dailies and a magazine who can have the services of a high-class Special Agency as their sole representative in New York City and vicinity on commission basis. Mediums South or West preferred. Address "D. A.," Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. De-mann exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 143 Metropolitan Annex, New York.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

PATENTS.

PATENTS THAT PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LAKEY**, Washington, D. C. Estab. 1869.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 608 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

SUPPLIES.

A DWITER'S TYPE RULE—measures 196agate lines; 14 other type measures; also type tables, etc. 60c. postpaid. **L. ROMMEL, Jr.**, 612 Merchant St., Newark, N. J.

"89 ADWRITING RULES" (enlarged edition); Booklet, brimful of rules for writing ads. Also type tables, etc. 25c. postpaid. **L. ROMMEL, Jr.**, 612 Merchant St., Newark, N. J.

BERNARD'S Cold Water Paste now used exclusively by publishers, clipping bureaus, billposters, cigar makers, trunk factories and all paste users. Sample free. **BERNARD'S PASTE DEPT.**, Tribune Bldg., Chicago.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (sold p. 100 for 60c; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY, Write for Different Kind Advertising Service. 325 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six year experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWANEY, Oakland, Cal.—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

ILLUSTRATORS AND ENGRAVERS.

"WE ARE NOT" Printers or Publishers, but "confine our efforts exclusively and "concentratively to designing, illustrating, and "making of Engravings to print on a type printing-press, in one or more colors. **GUTHRIE & MANNING**, 6th & Chestnut Sts., Philadelphia.

BOOKLETS.

1,000 BOOKLETS \$10

8 pages, size 5½x3¾.

First-class wood-cut paper, any color ink. A decided bargain to interest new customers. Send for sample. Address

PRINTERS' INK PRESS, 45 Rose Street, New York.

5,000 BOOKLETS \$30

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Fleisch Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

FOR SALE.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,600, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid health to improve. For particulars, price and terms, write C. A. McCrory, Lake Charles, La.

\$1,000 BUYS a prosperous ten year old monthly fraternal paper in wealthy city; circulation 3,500 and very stable; cash circulation receipts \$90 to \$100 per month; advertising patronage can be widely extended by live young man; present publisher's time demanded by other business. Address "MONTHLY," Printers' Ink.

MAIL-ORDER MONTHLY FOR SALE. Now in fourth volume; second-class entry and best standing with Post Office Department. Circulation all paid in advance—no sample copies ever issued. Buyer guaranteed effective advertising in largest mail-order publications, which will positively increase circulation. Must sell, as other business interests occupy all my time. Splendid opportunity for experienced man. Full particulars on request. Address "OPPORTUNITY," care Printers' Ink.

BUSINESS CHANCES.

A FEW DOLLARS will start a prosperous mail-order business; we furnish catalogues and everything necessary; by our easy method failure impossible. MILBURN-HICKS, 338 Dearborn St., Chicago.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada we can distribute your matter more effectively and for less than half the cost to you in any other way. OUR DISTRIBUTORS' DIRECTORY mailed free to Advertisers desiring to make contracts direct with our Distributors. We Guarantee Good Service. References—Bradstreet, NATIONAL DISTRIBUTING CO., 700 Oakland Bank Building, Chicago, Ill.

PRINTING.

1,000 16-PAGE booklets, with correction of your MS. free, \$19. Address "ROOM 5," 835 Broadway, N. Y.

ADDRESSES FOR SALE.

100 BONA-FIDE addresses of prosperous farmers, mill hands, etc., for 25 cents. MARKSTEIN, 58 West 109th St., New York City.

260,000 NEW NAMES taken from 1906 Tax Rolls of all leading counties in Texas. Positively new list, guaranteed. Nearly every address reaches different household. Splendid opportunity. Entire list \$1.50 per thousand; selected lists \$2 per thousand. Order immediately. Address E. E. YOUNG, care S. L. A., Austin, Texas.

LETTERS FOR RENT.

40,000 LETTERS to rent, all 1905-6 dates. If in need of letters for copy write us. C. F. CLARKE & CO., Le Roy, N. Y.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALANTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER, and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keep your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 401 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNITIES.

HALF-INTEREST in Welser (Idaho) SIGNAL, \$4,000. Good business; leading paper. Live and growing town of 3,500. Bargain. Address R. E. LOCKWOOD, Riggins, Idaho.

Trade Paper Opportunity

A splendid weekly technical paper of ten years' successful existence, having excellent circulation, both in this country and abroad, is for sale to settle estate. The property has netted as high as \$15,000 in a single year and now, due to rather injudicious management, nets only \$4,000. It is said to bring exceptionally good results to advertisers. It is believed, without unusual effort, it could be made to earn from \$10,000 to \$15,000 a year in the hands of the right man. It now has good technical editor who desires to remain with the paper. Price \$20,000 cash. Write, phone or call on

EMERSON P. HARRIS

Broker in Publishing Property

283 BROADWAY NEW YORK

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa.
Thirteenth year: 20c. a rate line.

ELEVEN physicians are getting rich in Troy, Ohio. The **RECORD**, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 4c., plates,

The Farm Queen HARVEST HOME NUMBER SEPTEMBER ISSUE

Returns guaranteed advertisers in this issue. Double size and circulation, also special cover. Rates one cent per word. Key your ad. Should you receive less than 40 CASH REPLIES will run your ad three months free. Form closes Sept. 4th.

THE FARM QUEEN

928 Canton St. Baltimore, Md.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1.; 4x5, \$1.60.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newsprint screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

COIN MAILER.

1,000 for \$3. 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

COIN CARDS.

3 PER 1,000. Less for any printing.
3 THE COIN WRAPPER CO., Detroit, Mich.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

WE have long passed the period, if there ever was such a time (which I tremendously doubt), when such bald brag as "best in the world"—and most of it—may be mistaken for real advertising. The man who expects his advertising matter to be really profitable must make it not only probable, but distinctly interesting to the "general"—and this means the "indifferent"—reader.

I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.—all of these with "secularities" of their own, and in all these strive to "practice" the above "preachment."

No. 64, FRANCIS I. MAULE, 402 Sansom St., Phila.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.,** New York.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. **HARPER ILLUS. SYNDICATE,** Columbus, O.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.,** 514 Main St., Cincinnati, O.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

PRESS CLIPPINGS.

PUBLISHERS—WRITERS

THE SEARCH-LIGHT INFORMATION LIBRARY

contains the largest and most up-to-date collection of classified clippings and pictures, on all subjects, compiled from the newspapers, magazines, books, reports and periodicals of the world. Office room and use of library or other arrangements. Send for circulars.

24-26 Murray St., New York

BOOKS.

EVERY RETAIL MERCHANT
reaching out for more business
should read carefully

**"SUCCESSFUL ADVERTISING—
HOW TO ACCOMPLISH IT."**

By J. ANGUS MACDONALD.

It contains 400 pp. of practical ideas that have brought results, and costs but \$2 per copy, postpaid. One merchant wrote: "The first ten pages are worth the money." **LINCOLN PUBLISHING CO.,** 38-52 So. 4th St., Philadelphia, Pa.

I Am Confident

that I can increase the business of any concern that will make use of my advertising services.

I am prepared to write the copy, choose and supply the illustrations, select the mediums; and, if the advertising be done by means of booklets, circulars, etc., to pick out the paper and inks and do the printing.

I do not believe that anyone can do better work in these lines than I do.

My experience covers an experience of some fifteen years, and my clients have all been satisfied.

I should like to take charge of your advertising or any part of it. My charges are very reasonable.

Wouldn't you better write me about the matter to-day—now? I shall be glad to give you full particulars.

J. H. LARIMORE,

Promoter of Publicity,

135 North State St., Westerville, O.

Let the
"LITTLE
WONDER"
BELLS
Ring for You.

Miniature
cow bells!
Most unique
advertising
novelty yet
produced.
A big hit for
1906.

Newspapers use them on "boosting"
days, home-town, circulation, ball-teams.
Real Estate Men, booming allot-
ments, real estate auctions, excursions,
etc.

Parks and Resorts, opening days.
Conventions, political, trades, college
alumni, field days, county fairs.

Department Stores, Installment
Houses and all other merchants who
want all the women in town in their store
in one day find the bells bring big
business.

Your label on your bells.

250, \$20	1,000, \$ 45
500, \$35	5,000, \$300

Nearly 100,000 bells sold in six months—
nothing but enthusiastic letters from
purchasers.

A sample if you use your business
stationery and enclose 10c. in stamps for
mailing.

Write or wire me before someone else
in your town gets them—the bell wether
always leads the flock—be the leader in
your field.

WUESTEMAN
(The bell man)
CHAMPAIGN ILLINOIS

Within the Past
Year We
Have Supplied

Trade Mark
M & E
Registered

THE GOVERNMENT
PRINTING OFFICE

At WASHINGTON, D. C., With Over

100,000

POUNDS OF

MONOTYPE METAL

WITHOUT A SINGLE COMPLAINT.

Has a record like this ever been surpassed
in the manufacture of Printers' Metals?
We make a specialty of the manufacture
of Metals for Printers—Monotype, Linotype,
Stereotype, Electrotpe, Autoplate, Com-
posotype.

MERCHANT & EVANS CO.

Successors to

MERCHANT & CO., Inc.

SMELTERS, REFINERS,

PHILADELPHIA.

New York Chicago Baltimore
Brooklyn Kansas City Denver

An Old Timer

The reason you have not heard from me for some years is simply that I discontinued the publication of the *Lodi Valley News* two years ago, because of old age and increasing infirmities. I am now in my 79th year and cannot work as one needs to work in these strenuous times to make a printing office pay. Away back in 1852 I worked for Baker & Godwin at No. 1 Spruce St. and met old Horace Greeley on the stairs many a time, also Samuel Bingham, the roller maker. I have not been in New York since 1854 and do not suppose I would know anything there now except Trinity Church.

Lodi, Wisconsin.

PETER RICHARDS.

Mr. Richards began buying from me immediately after I started in 1894 and at first was rather skeptical about the quality, as he formerly paid as high as 25 cents a pound for news ink and could not understand how I could afford to sell it as low as 4 cents in 500-lb. barrels. When he tried the sample keg he was more than amazed, and never bought elsewhere until he discontinued publishing his paper. Send for my sample book and price list. Address

Printers Ink Jonson

17 Spruce Street, New York

Below is the title page of a 500-page book that will be issued November 1, 1906. The subscription price is one dollar, but a free copy will be sent by mail to every subscriber to **PRINTERS' INK** who sends in his subscription before November 1, 1906.

NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT)

COMPRISING

- 1.—The Star Galaxy ★
 - 2.—The Gold-Mark Papers (◎◎)
 - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly
(or ever thought they did)

ACCORDING TO THE RATINGS ASSIGNED IN THE LATEST EDITION OF
ROWELL'S AMERICAN NEWSPAPER DIRECTORY

EDITED BY

GEORGE P. ROWELL

Founder of the Advertising Agency of Geo. P. Rowell & Co., March 5th, 1865—
retired July 31st, 1905.

Founder of Rowell's American Newspaper Directory in 1869, the first serious effort ever made
to ascertain and make known the Circulations of Newspapers that
compete for Advertising patronage.

Founder of **PRINTERS' INK** in 1888: A Journal for Advertisers, the first
periodical ever established for the serious discussion of
Advertising as a business force.

Author of **FORTY YEARS AN ADVERTISING AGENT**, an epitome
of the growth and progress of Advertising
in America.



PRINTERS' INK PUBLISHING CO.

NEW YORK

1906

PRUNING THE MAILING LIST.

In compliance with advices received from the Postoffice, the practice of allowing advertisers to the extent of ten dollars a coupon good for a yearly paid-in-advance subscription to **PRINTERS' INK** has been discontinued.

* * *

Work has lately been in progress toward a radical revision of the subscription list of **PRINTERS' INK**. It is now the intention that before the end of the current year every single, solitary, subscription that is on the list as "complimentary," or sent free to publishers, shall be taken off.

* * *

Not only is this being done in strict compliance with the postal laws, but because it is believed that every one interested in **PRINTERS' INK** and benefiting by it, is and ought to be willing to pay for it. That assertion, it is hoped, will be especially approved by publishers of newspapers and magazines, for whom the **LITTLE SCHOOLMASTER** does, every week in the year, valuable and important missionary work. **PRINTERS' INK** is worth paying for. It is growing better, and its publishers have arrived at the conclusion that in order to keep up and improve its standard of value all exchange subscriptions should be abolished.

* * *

Of course all the subscriptions entered on coupons, already issued in consideration of advertising patronage,

will be fulfilled, but all others not paid for in cash will be discontinued before the end of 1906.

* * *

It is the determination to make **PRINTERS' INK** so excellent that every publisher, every business manager, and every solicitor in a publication office will feel that he ought to be a regular reader of it.

* * *

There have been numerous instances where the publisher or business manager of a newspaper has subscribed for a copy of **PRINTERS' INK** for every member of his business staff, and some have required that each one should read the weekly copy carefully; and once a week, on an appointed time, would ask each one a few pertinent questions about the suggestions they had gained and the use that might be made of them.

* * *

The subscription price to **PRINTERS' INK** is **TWO DOLLARS** a year. Five dollars sent at one time pays for four yearly subscriptions and may be ordered sent to one person for four years, or to four persons for one year. If twenty or more yearly subscriptions are ordered at one time, the price is **ONE DOLLAR** per year.

* * *

ALL subscriptions are payable in advance.

Address all communications to

PRINTERS' INK,
10 Spruce Street, New York City.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

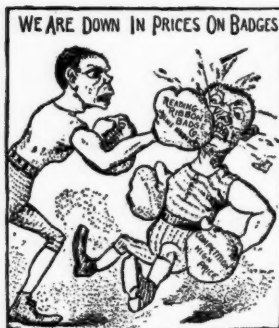
When you come to think it over seriously there's really nothing comical in "a smash in the face," so that, even if it were well drawn, there would be nothing funny about the picture which the Reading Ribbon Badge Company uses to illustrate its alleged advertisement. And even if it were funny it would not be advertising, as advertising is no joke. In the absence of all information to the contrary, it is fair to assume that the Reading Ribbon Badge Com-

vincing. It says very little and does not say that little well.



No 2

There is a note of insincerity about an advertisement of this kind. It does not seem to mean



Celluloid Buttons and Souvenirs,
READING RIBBON BADGE CO., Reading, Pa.

No 1

pany wants to do business and sell goods, in which case an appropriate and attention-compelling design like the illustration marked No. 2 would be far better suited to their uses than a knock-out monstrosity.

* * *

The Kirchner & Renich trade paper advertisement, here reproduced, is rather an unfortunate piece of publicity. It looks like the announcement of an ambitious engraver. It is ornate, but not beautiful; it is complicated but not



what it says. A plain statement, made in plain type, carries con-

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

T. L. BLOOD & Co.,
Manufacturers and Wholesale Dealers
in Paints and Painters'
Materials.

Office and Factory, 413-415 Wacouta St.
St. PAUL, Minn.

Editor Ready Made Department:

The writer is inclosing the first two copies of a little four-page circular, issued monthly, and circulated among our regular and prospective trade. Its purpose is twofold.

It is intended to place information relative to our goods in the hands of our regular customers that will enable them to talk intelligently when selling them.

It is also intended to educate the prospective customers to the fact that our proposition is an advantageous one for them to take hold of.

Criticism is respectfully solicited.

Yours very truly,

T. L. BLOOD & Co.,
V. W. Hartman, Advertising Mgr.

It seems to me that your little house organ can hardly fail to get favorable attention in the hands of your present customers, and that it will just as surely influence a great many new ones. Your talk about Bloods paints and how to sell them ought to be very helpful to the dealer, and you make excellent use of articles on paints from the trade journals. The paper itself is good in quality and color; the printing is good, and if you give the dealer real help in the way of advertising suggestions or advertise in his name, and the goods are not disappointing, your little house organ ought to help a lot. I presume that there are many dealers who have been selling paints for a long time who have not the remotest idea how to demonstrate to the customer that it contains pure linseed oil and does not contain gasoline or benzine, chalk or clay; and even though the tests you have named were not conclusive proofs, the customer can hardly fail to be impressed when they are properly made by the dealer in his presence. You make a very strong point about dealing direct with the dealer rather than through the

jobber, and it would seem that this must influence a great deal of business. I regret that the articles in these little papers are so long as to preclude their publication in this department, but no doubt many readers of PRINTERS' INK will write for sample copies.

*Some Readers Might be Glad to Know
What Williams Brothers Sell. From
the Lynn (Mass.) Daily Evening
Item.*

Why Don't You Get the Whole Set?

There are four varieties in the imported German fish panels we are giving away.

You can get one picture with each \$2.50 in checks. Why don't you get the four? They make a beautiful set—fit to decorate any dining room or den. Besides, you can clean them with a damp sponge when soiled—something unusual in a picture of this kind.

Save your checks—get your friends to save theirs—you'll be surprised how soon you'll have enough to get the complete set.

WILLIAMS BROS.,
213-215-217 Union Street,
Lynn, Mass.
'Phones 28 and 29.

*The Priceless Pie that Richmond Raves
About. From the Richmond (Va.)
Evening Journal.*

The Pie All Richmond Likes

is nothing more or less than Bromm's Pie, with its pure fruit fillings and digestible crusts.

If any man, woman or child should go through our bakeries and see how cleanly it's made, and then eat one piece—why, all people would eat Bromm's Pies. All flavors.

L. BROMM,
Richmond, Va.

THE PERFECTION LIGHT COMPANY,
Manufacturers of Gasoline Incan-
descent Lamps.

Office: 118 E. Sixth St.
CINCINNATI, O.

Editor Ready Made Department:

I am a reader of a number of advertising publications, PRINTERS' INK included, and am always interested in the criticisms of current ads. In regard to the Minor & Co., ad commented on in your issue of Aug 15th, I am surprised that you let this confusing production down so easy. I refrain from commenting on the extravagant rule work, but cannot keep silent on the confusing and misleading jumble of words in the text. On one side I read "\$15 suits worth up to \$30 (omitting the description) are now being offered at \$10." On the other side I read "\$10 any suit in the house—all sell now at \$15." After a prolonged struggle with this problem in higher mathematics I give it up, and if your space is not too valuable will you kindly solve it for me. As far as I have yet been able to penetrate the meaning of this ad, I have not discovered whether they are offering \$15 suits for \$10 or \$10 suits for \$15. Which is it? Very truly yours,

A. B. TRENNER.

As Mark Twain said, it is difference of opinion that makes horse races; if we all thought alike there would be mighty little pleasure in life, and, therefore, communications like the above are welcome. I said that the Minor ad was unique in its display, and so it is, and after reading over the other comments in the issue of August 15th, I believe that if I were to criticize the ad all over again I should say precisely the same things. If you will read my comments with equal care, you will find that I referred to the mix-up in price, which was unfortunate, to say the least, but which I am inclined to believe was merely a transposition and not at all intentional—purely a bit of carelessness. If you will read "\$10" instead of "\$15" at the head of the left-hand column and "\$15" instead of "\$10" at the head of the right-hand column, you will find that the whole thing works out all right, and that, according to my ideas, was the way the advertiser intended the figures to be arranged. I still maintain that as a whole the ad was very striking indeed, and that the unusual

arrangement of rules would get good attention, where a more artistic and conventional display would fail to do so.

From the *Texarkana (Ark.-Tex.) Evening Texarkanian.*

Better Start "That Savings Account."

"Not what you get, but what you hold—eases life's burden when you are—old."

What are you going to do when you are old. Rest—or—work?

THE STATE SAVINGS & TRUST CO.,
Texarkana, Ark.-Tex.

A Good "Editorial" from a Recent Siegel-Cooper Ad in the New York Herald.

"Dignity" in Storekeeping.

Every now and then, with constantly diminishing frequency, we hear echoes of an out-of-date criticism of this store. It is, in effect, that some of our methods are, or rather were, "undignified."

For example, when we opened the Pure Food Store, that class of merchants who believe that dignity consists in a pompous affectation of elegance said that it was "undignified" to sell provisions under the same roof with dry goods.

You don't hear much of that now. We proved that the best provision store of the city could be conducted in the same building with the best dry goods store of the city, and we built up in a few years the city's largest business in both. Is there any dignity that surpasses a double supremacy?

We believe that there is no dignity that equals service to the public. "Ich dien" is the loftiest motto the world knows. The larger the number of the proper public demands we fill the greater our service.

As long as it is a thing the public wants, the question is not *what* we sell, but *how* we sell. On that point the public has long since registered its opinion.

THE PITTSBURG "HERALD."
Mayer Publishing and Printing Co.,
231 Collins Avenue.
PITTSBURG, Pa.

Editor Ready Made Department:

We are inclosing a series of ads which we prepared and used for the Pittsburg Ice Company, using each ad e. o. d. for a week. We hope you can find room for them in your department. Yours truly,

THE PITTSBURG "HERALD,"
Per Briggs.

Just now, when so much is being said and printed about the purity of food products, seems a most auspicious time for the ice man to get busy with ads of pure ice, provided of course he has that kind. The ads submitted with the above letter seem to make the most of this opportunity. They preach purity from beginning to end, and in some of them is contained a half-tone cut of the fine, clean-looking building where the ice is manufactured. Several of these ads are here reproduced to show their general style, and it will be noted that in one of them good use has been made of a newspaper clipping touching on the dangers of typhoid and other infectious diseases which might result from impure ice. I want to emphasize right here the value of going through the newspapers for items on which to base strong advertising. Even if only an occasional one is found it will be well worth the trouble, because such ideas often go far toward confirming the point to be brought out or to emphasize dangers which the advertiser's product is calculated to minimize or overcome. The newspaper clipping carries a certain amount of authority; more in some cases than the mere say so of the advertiser:

WATER—STEAM—ICE.

That is the process here.

Artesian wells at the plant bring water from the rock—we had it analyzed—chemist says it's pure.

This is converted into steam. Imagine germs in that heat—212 Fahrenheit! Impossible.

Then it's distilled and frozen into blocks.

Every step, up to delivery to you, hedged about with unusual safeguards for purity and cleanliness.

Get coupon books from the driver. Be sure the wagons are lettered,
PITTSBURG ICE COMPANY,
Bell Phones: 1005 Highland, 1006 Highland,
P. & A. Phone 105 East.

PURE AS SUNSHINE.

We are enthusiasts on purity—particularly ice purity—we're in that business.

Before ice purity, of necessity, comes water purity. That is why we go to the rock depth for water of which we manufacture "Pittsburg" ice.

We have six artesian wells which bring the liquid from the 300-foot rock—bubbling, sparkling, flawless as a diamond. It comes to you in clean, solid lasting chunks. Our coupon system makes payment easy—no collections.

Bell Phones: 1005 Highland, 1006 Highland,

P. & A. Phone 105 East.
PITTSBURG ICE COMPANY.

SAFETY IN PURE ICE.

Usually more cases of typhoid fever occur in August than in any other month. This shows that the infection is most active in July. Therefore, begin at once to take every precaution.—*Bulletin from Pittsburg Health Bureau.*

No source of typhoid is so dangerous as water, but—

There's safety for you in pure ice.

Ice Purity depends on the absence of disease germs, in the original water—it's as pure as the water it's made of.

The water we use, stamped "pure" by the chemists, is from deep artesian wells, is converted into steam, distilled, frozen,

It's germ-proof from source to finish—purity and health in every step of manufacture.

This time of danger demands pure ice in your home, store or office.

PITTSBURG ICE COMPANY,
Bell Phones: 1005 Highland, 1006 Highland,
P. & A. Phone 105 East.

*A Good One for Between Seasons,
from the Riverside (Cal.) Daily Press.*

Just What the Doctor Ordered.

You'll find these light felt hats in pearl greys, light tans and white, just what the doctor ordered to finish out the Summer with and start you into Fall with a becoming hat. In the Rouse Hat they're \$3. With all the wearing qualities you'll find in \$5 hats,

G. ROUSE & CO.,
Clothing Department,
Riverside, Cal.

All Right. From the Houston (Tex.) Post.

Initialed or Monogram Dinner Sets.

We have talked to you about most of our Dinner Ware during the past week.

We should now like to have you look at our White and Gold Sets, or let us make you a Monogram or Initialed Set.

Two English white and gold Porcelain Sets; open stock patterns; 100-piece sets \$14.50 and \$16.50.

German China white and gold; beautiful patterns; 100 pieces \$25.

Two Haviland & Co.'s open stock patterns; white and gold; 100-piece sets \$52.50 and \$65.

Two handsome French white and gold Sets; 124 pieces; \$70 and \$150.

We should like to have the pleasure of showing you our whole stock of Dinner Ware and talking to you about monogram or initialed sets.

JOHN McCLELLAN & CO.,
407 Main Street,
Houston, Tex.

N. B.—Don't forget we have a good stock of fruit jars, freezers and coolers to close out.

These Essex Ads, from the Albany (N. Y.) Evening Journal are Always Good, Though Frequently, as in This Case, They Lack Strength in the Headline, Which Here Might Better Have Contained the Question "Do You Feel Sleepy?"

Do You

feel sleepy and not a bit like working in the afternoon?

Perhaps it's because of the kind of lunch that you're eating—too heavy and too hard to digest.

Why not try the Essex, where all the baking is done in those famous slow-process ovens, which turn out light, appetizing, wholesome things?

You'll save money, too.

H. J. P. HAMPTON,
The Essex Lunch—Always
Open.

60 North Pearl Street,
Albany, N. Y.

A Characteristic "Tom Murray" Ad, from the Chicago Record-Herald, Minus the Back of Tom's Head, Which Always Adorns the Tops of His Ads.

This is \$10 Tom! Meet Me Face To Face Jackson & Clark.

Come and walk on "Stars" as I do. Get near the heavens as you can for it is—to break in a pair of shoes.

Would you walk five blocks to make \$5.

Part of this \$5 you can make in buying a pair of shoes now instead of a month from now, for I am cleaning up a lot of broken lines in \$3.50 and \$4 "Star" Brand Shoes at \$2.85.

If you buy a pair of them now, I don't make anything, but I will, for I will make a steady customer.

If I knew of any better shoes than "Star" Brand Shoes, made by Roberts-Johnson Rand Co., St. Louis, I would buy the other shoes. I have money, and I know I have the right shoes for you. The shoes have style, I wear them, and you ought to at least try them. They are an easy shoe. I did not have to break in the pair I have on.

TOM MURRAY,
Chicago, Ill.

Complete Lines Towards the Season's End Are a Strong Argument for Business. From the Philadelphia Bulletin.

At this season when so many stores have only odds and ends of goods of various kinds we always make it a feature to show new, fresh lines of desirable merchandise.

This is especially true in Summer Furnishings. You will find complete lines of sizes and a wholly satisfactory variety of the best things in Collars, Scarfs, Soft Shirts, Underwear, Belts, in fact everything needed for summer comfort.

REEDS'

1424-1426 Chestnut Street,
Philadelphia, Pa.

CLIPPED AND PASTED.

EDUCATION FOR THE MASSES.

—Sign on a factory: "Cast Iron Sinks."—*Princeton Tiger*.

HOLIDAY CANDOR.—"Furnished house, summer months—Flies in village; no servants."—*Ad in the London Standard*.

IS THIS NEXT?—Knicker—Smart idea of Newrich's, and no mistake. Bocker—Yes, I heard about it. He hired a magazine to investigate his private business.—*Puck*.

THE meanest of all men who edit Are those who clip and dont give credit.

—*Judge*.

Nay, meaner still are those who range Our stuff and credit to—Exchange.

—*New York Mail*.

THE ERA OF THE HUSTLER.

Lives of some great men remind us That we will, if we are wise, Leave our modesty behind us And get out and advertise.

—*Judge*.

THE ONE BEST BET.—Dashaway: Did you have a hard time winning Miss Summit?

Cleverton: I should say I did. Why, when our engagement was announced in the papers, I had it put among the sporting news.—*Life*.

MANUSCRIPT MAKETH MAN.—Some foolish men actually think that they can make a fortune by patronizing bucket shops, and others, more foolish still, actually think that they can make a living by writing manuscripts for publication.—*Somerville Journal*.

WRECK OF THE CENSORSHIP.

—"Tell the press censor to exercise more than ordinary vigilance over all the publications that come into the palace," said the Czar.

"For any special reason, your Majesty?"

"Yes. The fortune-teller has warned me that I am liable to hear some bad news."—*Washington Star*.

CONSEQUENCE OF A RASH

ACT.—"Our wife," wrote the editor of the Spiketown Blizzard, "is sick from overwork. While she was snooping around our sanctum yesterday morning she found the office towel, and insisted on taking it home and washing it. Such a thing never happened before, and with the help of the Lord it shall never happen again!"—*Chicago Tribune*.

AN UNLUCKY TRANSMUTA-

TION.—"George, I'm going to take a brief vacation."

"What's wrong?"

"Why, I wrote that that fery Kentuckian, Cunnel Saunders, has a head that is none too large for the brain that fills it."

"Well?"

"The intelligent compositor has changed 'brain' into 'bran.'"—*Cleveland Plain Dealer*.

A MANCHESTER firm of tailors are now announcing their goods in the following facetious manner:

Trouser Legs, 3s. 3d. each.

Seats Free.

No charge for admission.

HOW IT STRUCK HIM.—Mrs. Suburbs (with paper)—I see that the site of the Garden of Eden has at last been located.

Mr. Suburbs—Yes? When will the sale of lots take place and what's the fare from the city hall?—*Puck*.

SQUIRMING OUT OF IT.—"Now you've read my poem, will you publish it?"

"We would be glad to publish it, but we don't wish to take any advantage of you; your poem is too beautiful and full of merit to be printed in a prosaic morning paper which is devoted to giving the people the news. You should give it to the afternoon paper across the way."

"I offered it to them first, and they said it was too beautiful for an afternoon paper and advised that I give you the privilege of publishing it."

"Oh, well; we can't consider anything that has previously been rejected by a rival publication."—*Houston Post*.

WHY is the printer's errand boy called the "printer's devil?" A writer at the end of the seventeenth century explained it thus: "These boys in a printing house commonly black and daub themselves; whence the workmen do jocosely call them devils; and sometimes spirits and sometimes flies." It is related, however, that Aldo Manuzio, the great Venetian printer of the fifteenth century, had a black slave boy, who was popularly supposed to have come from below. Accordingly he published a notice: "I, Aldo Manuzio, printer to the Doge, have this day made public exposure of the printer's devil. All who thing he is not flesh and blood may come and pinch him."—*New York Tribune*.

A STUDY OF THE ADS.—

Recently we picked up a magazine and made an appalling discovery which puts Nemaha County people in a very embarrassing position. According to the advertisements in this magazine, nobody can afford to be without fourteen different kinds of automobiles, no one can afford to be without eight different kinds of bicycle tires, nobody can afford to be without a \$75 automobile lamp, nobody can afford to be without a \$42 shotgun, nobody can afford to be without a \$15 fishing rod, nobody can afford to be without a \$9 duck hunting suit, nobody can afford to be without a set of Tiffany silverware, price \$320; nobody can afford to be without a suit of Never-Wearout underwear at \$5, nobody can afford to be without a cut glass bowl at \$15, nobody can afford to be without a \$6 camera, etc. We figured it out that nobody could afford to be without \$23,642 worth of things. What are we to do? The sum of \$23,642 is more than we carry around in our vest pocket. It is real distressing.—*Sabetha (Kan.) Herald*.